



The Broward Alliance
Leading Broward County in Building a
Stronger and More Diverse Economy



The Broward Alliance E-Newsletter January 30, 2008

Top Stories

New Expansions Bring Jobs to Broward County

Royal Caribbean Cruise Lines and Spirit Airlines have announced plans to expand in Broward County and add new jobs over the next several months. Royal Caribbean will be locating its logistics warehouse operation in Weston, adding 80 new jobs and making a \$14 million capital investment. Total employment at the facility will be approximately 200 as the company moves 120 employees from its current South Broward location. Spirit Airlines plans to add 20 flights from Fort Lauderdale and more than 400 jobs in South Florida. Those flights include 10 new routes, including possible international routes to Caracas, Venezuela and Cartagena, Colombia, pending federal government approval. Overall, the Miramar-based low-cost airline said it will operate more than 70 flights a day by the summer, a 40 percent increase from July 2007.

South Florida Global Economic Impact Study Reveals Region's Economic Muscle

Nearly 1,200 multinational companies, 41 of them billion-dollar companies, collectively manage over \$200 billion in revenue from South Florida. This economic assessment is among the new findings of the South Florida Global Economic Impact Study Panel.

A first-of-its-kind endeavor, the Study tracks and quantifies South Florida's growing role in global economic decision-making, culling data from a wide variety of primary and secondary sources to provide a central source for accurate, up-to-date figures on the region. The data reflects managed revenue by multinationals in South Florida and includes breakdowns by country of origin and employees, both local and managed abroad.

"I think the numbers of companies and size of their revenues will amaze many people and show the substance of what's driving the South Florida economy," stated James Tarlton (JT), President and CEO of The Broward Alliance.

For example, the study shows that General Motors operates a little-known office in Miramar that oversees fast-growing sales in Latin America, the Middle East and Africa that reached \$14.6 billion in 2006.

The research looked only at companies that have an office in South Florida and in another country. It did not count, for example, companies that have sales in Latin America but no office there, or operate stores in South Florida but have no office here.

The study identified 41 multinational companies that manage more than \$1 billion in revenues from their South Florida offices. Top on the list is Delray Beach-based office supply giant Office Depot, which oversees global sales of about \$15 billion. GM's Miramar operation is second on the list, with \$14.6 billion in revenues for 2006.

"The combined revenue managed by South Florida's 1,200 multinational companies rivals the GDP of several Latin American countries," said Ian McCluskey, Publisher of WorldCity Business magazine. "Whether it's a global headquarters like Burger King or a regional

headquarters like HP Latin America, this study reveals the power and global reach of South Florida's multinational business community."

Some key findings in the study include:

232 of the companies studied have global headquarters based in South Florida;

The average revenue for companies with global headquarters in South Florida is \$434 million;

At \$203 billion, the revenue managed by South Florida multinationals is nearly the size of the GDPs of Argentina (\$248 billion) and Venezuela (\$227 billion) and larger than that of Colombia (\$172 billion) and Chile (\$161 billion);

While companies from Europe and the United States have long seen Miami as the gateway to the Americas, the data show that a large number of multinational companies originated elsewhere. The study found 27 companies from Canada, 116 from Latin America and the Caribbean and 76 from Asia. Europe accounts for 305 companies while the United States for 659;

The "billion-dollar club" is made up of 27 Miami-Dade companies, 9 Broward-based companies and 5 Palm Beach County companies. It includes household names, such as Carnival, Citrix and Office Depot, but also a few surprises, like GM, Microsoft, Danone, Nokia and AIG.

The Study was undertaken by WorldCity, a media company focused on South Florida's role in the global economy, and included a number of sponsors including The Beacon Council, HP Latin America, Blue Cross Blue Shield of Florida, Baptist Health, the University of Miami School of Business, Telefonica USA, Seitlin Insurance, C.B. Richard Ellis, Diaz Reus Rolff & Targ, and Auxis Consulting.

More information on the South Florida Global Economic Impact Study is available at www.worldcityweb.com.

Broward Alliance Hosts U.S. Ambassador to Peru

The Broward Alliance and its partners: Broward County Board of County Commissioners, represented by Mayor Lois Wexler; Broward County Office of Economic Development; Peruvian-American Chamber of Commerce; and Business Center for International Understanding recently hosted a luncheon discussion with The Honorable P. Michael McKinley, Ambassador of the United States to Peru. The Ambassador spoke about the U.S.-Peru Free Trade Agreement which was signed into law on December 14, 2007. He also discussed the pending free trade agreements with Colombia, Panama and South Korea.



Pictured (l-r) are James P. Tarlton (JT), President and CEO of The Broward Alliance; Ambassador McKinley; Broward County Mayor Lois Wexler; and Norman Taylor, Director of the Broward County Office of Economic Development. (Photo courtesy of the Broward County Commission's Public Information Office)

Ambassador McKinley has served as Ambassador to Peru since June, 2007.

"We were pleased to be able to host Ambassador McKinley and to hear how Broward companies can work with Peru under the new Free Trade Agreement to grow international business in Broward County," said James P. Tarlton (JT), President and CEO of The Broward Alliance.

VC investment in Florida Nearly Doubles in 2007

According to a recent article in the South Florida Business Journal, venture capital firms nearly doubled their investment in Florida companies in 2007 compared to 2006. The figures were based on a MoneyTree Report by PricewaterhouseCoopers and the National Venture Capital Association. According to the study, based on data from Thomson Financial, venture firms invested \$608 million into 63 Florida deals in 2007, up from \$319 million in 57 deals in 2006.

The largest Florida deal was in the fourth quarter, when New York- and Connecticut-based Kelso & Co. and Pegasus Capital Advisors invested \$75 million in Orlando-based iGPS, which makes plastic returnable pallets for materials handling embedded with RFID tags. It was also the largest deal nationwide, the report said.

In the fourth quarter, venture capitalists invested nearly \$192 million in 16 Florida companies. Of that, at least \$17.7 million came to South Florida. Those companies were:

Antivirus and data security company **BitDefender LLC**, of Fort Lauderdale, which received \$7 million from Balkan Accession Fund and Romanian American Enterprise Fund;

Electronic publishing company **DailyMe**, of Hollywood, which received an undisclosed amount from Palladium Equity Partners LLC;

Online content distribution service **Gizmoz**, of Miami Beach, which received \$6.5 million from Benchmark Capital, Columbia Capital LLC;

MitralSolutions, of Fort Lauderdale, which develops mitral valve and gastro-esophageal repair technology, which received \$2.6 million from Cardinal Partners and Maverick Capital Ltd;

Golf action-shot photographic firm **Teepix**, of Boca Raton, which received \$1.6 million from Oxford Capital Partners.

Nationwide, venture capitalists invested \$29.4 billion in 3,813 deals in 2007, marking the highest yearly investment total since 2001, the report said. Fourth quarter investments totaled \$7 billion in 963 deals.

Creative Economy & Film

Broward Offers Development for Aspiring Filmmakers - Scriptwriting Workshop and Clinic

Award Winning scriptwriter, Alyn Darnay, is conducting a second session of The Professional Scriptwriting Workshop & Clinic at the Arts Academy of Hollywood in cooperation with The Broward Alliance Film Commission. The workshop is being held on four consecutive Monday nights from 6:30 to 9:30 p.m. beginning February 6.

The four-evening, intensive workshop and clinic is designed to help every discovered or undiscovered screenwriter. The course will enhance the writer's ability to develop and execute a superior script while improving the ability to create imaginative and emotionally layered characters. Darnay, one of South Florida's top screenwriting teachers, will concentrate on expressive and dynamic dialogue, controlled and pivotal plot twists and turns, and the very important creation of sequences that generate a life experience of their own.

"We are pleased to work with Alyn Darnay and the Arts Academy of Hollywood to offer a superior workshop that will help develop the local film industry's scriptwriting talent," said Elizabeth Wentworth, The Broward Alliance's Vice President of Creative Industries and Film.

The cost of the workshop is \$210.00. For more information or to register, please call Chaos Films at 954-920-7065.

Miami-Fort Lauderdale Film School Opens in Hollywood

The Miami-Fort Lauderdale Film School has just opened in Hollywood, Florida. The school offers an intensive, "hands-on, learn-by-doing" training program that teaches students of all ages how to write, shoot, direct and edit their own short, character-driven drama, comedy or horror film at an affordable tuition in 8 or 16 weeks.

The school is an offshoot of the successful Palm Beach Film School that opened in 2003 as the brainchild of director Jim York. York is expanding to Hollywood to answer the demand he is receiving to serve Miami and Broward's aspiring filmmakers.

York explains that his school offers film students, "a cooperative environment, small class size (8-10 students), flexibility in scheduling, state of the art equipment and facilities including Final Cut Pro and the latest HD cameras. Students receive all the elements needed to put together a film: experience in lighting, sound, camera work, directing, screenwriting, casting and editing." Classes at 3900 Hollywood Blvd., Suite 203, will begin in March. For more information about day or evening classes, please call 954-989-2737 or email filmschool@aol.com.



Film Coordinator Sula Miller is given a tour of Telemundo by Lily Hurtado following the Entertainment Industry Incubator's 10th Anniversary Commemoration at the Latin television network's facility in Hialeah. The Broward Alliance Film Commission works with Film Location Manager Hurtado on many of the network's telenovelas that shoot in South Florida. The telenovela, Pecados Ajenos, has just completed filming at the following Broward locations: Riverwalk, Fort Lauderdale Aquatic Center, Southwest Ranches residence, and the Broward County Main Library. Telemundo will be scouting again in February for a new series, Los Treintas.

Canvas Films in Fort Lauderdale hosted the Creative Economy and Film Commission January Meeting. During the tour of Canvas' new facility, Chair Mark Budwig discusses the new studio space with owners Phillip Ruesch and Anthony Foy as committee members gather behind them. Canvas Films produces, directs, writes, shoots and edits feature films, music videos, documentaries, television commercials and direct response spots and infomercials.



Local film location manager, Rita Duffy, captured this production shot at a Parkland residence where she contracted to shoot a Wrigley's commercial in January. Hungry Man, a leading commercial production house based in New York, produced the spot.

Education & Workforce Development

Dr. Gary S. Margules appointed Vice President for Research and Technology Transfer for Nova Southeastern University

Gary S. Margules, Sc.D. has joined Nova Southeastern University (NSU) as Vice President for Research and Technology Transfer. The announcement was made by NSU President Ray Ferrero, Jr.

In this new position at NSU, Dr. Margules will be responsible for the coordination and facilitation of research and sponsored-research administration (grants and contracts), research compliance, and technology transfer, assisting faculty with patents and research communications. In addition, he will coordinate and facilitate federally funded clinical research through collaborations, master agreements with industry and investigator initiated clinical trials with the National Institutes of Health (NIH). Dr. Margules will also be responsible for establishing and continuing relationships with the research community such as Florida Research Consortium, South Florida Bioscience Consortium, BioFlorida, Scripps, and other universities. He will report directly to NSU President Ferrero.

We are honored to have someone of Dr. Margules' skill and experiences join NSU to lead our growing research efforts," said Ferrero. With significant research under way in fields like cancer, HIV, stem cells, pharmaceuticals and the conservations of our oceans, he will have the opportunity to help NSU grow into one of Florida's and the South's most significant research universities."

Ferrero also noted the university's commitment to expanding its research base with the construction of its new Collaborative Research Center. When completed, the Center will house medical, pharmaceutical, dental, and oceanographic research. It will also be home to the U.S. Geological Survey's Everglades Restoration Project in collaboration with Nova Southeastern University, Florida Atlantic University and the University of Florida.

"It is a privilege and an honor to join NSU. I am looking forward to building upon the existing strengths in research and working in such an advanced and progressive university with extraordinary leadership," said Margules.

Most recently, Dr. Margules was the Assistant Vice Provost, Technology Transfer and Industry Research for the University of Miami, a position he held since 1992. Prior to that, he was Director, Technology Planning and Assessment for the University of Miami's Bascom Palmer Eye Institute.

Dr. Margules also has held senior positions with Senmed Medical Ventures of Cincinnati, Ohio, Pfizer Hospital Products Group of Groton, Connecticut and Cordis Research Corporation of Miami, where he was Senior Scientist.

Dr. Margules earned his Bachelor of Science (B.S.) degree in mechanical/biomedical engineering from the University of Miami, Coral Gables, Florida, where he later served as an adjunct professor of Biomedical Engineering. At Columbia University in New York, he earned both his Master of Science (M.S.) and Doctor of Engineering Science (Sc.D) in chemical/bio engineering.

Broward Community College Begins Marine Engineering Management Program

Broward Community College has begun its new marine engineering management program, a two-year course of study designed to provide well-paying jobs for graduates and answer the need for workers in the area's marine industry. Students will be taught all aspects of vessel maintenance: heating and air conditioning, plumbing, electricity and hydraulics, among other subjects.

An offshoot of the school's automotive and aviation courses, the marine engineering management program will offer graduates an associate's degree. Classes will be held from 2:00 to 6:00 p.m. and again from 6:00 to 10:00 p.m. for working adults.

BCC established the program with the Marine Industries Association of South Florida (MIASF) and the American Boat & Yacht Council, a national organization that sets standards and issues certifications for boat building and repair. An advisory committee of representatives from the two groups, as well as local technicians, devised the study load. According to MIASF, the marine industries workforce in Broward County totals 134,000 and has an annual economic impact of \$10.7 Billion.

Atlantic Technical Center Awarded Three Grants

The Department of Education recently announced that Atlantic Technical Center has been awarded three SUCCEED Florida Grants.

The Center received \$40,000 for its Academy of Mechatronics; \$284,534 for its pharmacy technician program; and \$169,258 for its manufacturing program.

The funding will help expand programming, enhance program technology and create learning opportunities for students.

Rankings & Trends

Plantation Named One of the Nation's 100 Best Communities for Young People by America's Promise Alliance

America's Promise Alliance (the Alliance), the nation's largest alliance dedicated to children and youth, has announced that Plantation has been named a winner of its 2008 *100 Best Communities for Young People (100 Best)* competition. The *100 Best* competition recognizes the 100 outstanding communities across America—large and small, rural and urban—that are the best places for young people to live and grow up. More than 300 communities in all 50 states applied for the honor this year. The 100 winning communities span 37 states.

Plantation was named one of the *100 Best* because of the City's wide ranging successful programs for young people. For example, the Plantation Junior Woman's Club works with city departments to fund children's services and programs including youth events such as "Art in the Park." "4Kids of South Florida" creates safe houses for victims of neglect and abuse. Finally, the Plantation Fire Department partners with Plantation General Hospital on "Watch the Water, Watch the Kids," a communications campaign reminding parents to never leave their children unattended near any body of water. Since the campaign began six years ago no children have drowned. They also offer CPR for Schools, specifically designed to teach teachers, faculty and students how to recognize and appropriately respond to an emergency, with emphasis on younger ages.

"The prosperity of every community and this country depends on how well we care for our children and youth," said Marguerite W. Kondracke, president and CEO, America's Promise Alliance, "Although no place is perfect, when we have communities that make young people a priority and are working to make sure they stay in school and have all the resources necessary to lead healthy, productive lives, we must recognize them and by extension inspire other cities and towns to follow their lead."

The *100 Best* competition was first held in 2005. This year's winners were selected by a distinguished panel that included some of the nation's most well-known civic, business and nonprofit leaders such as: Gayle Manchin, first lady of West Virginia; United Way President Brian Gallagher; former Mayor of Denver and President of Webb Group International, Wellington Webb; Thomas Donohue, president and CEO, U.S. Chamber of Commerce; Carol Coletta, president and CEO, CEOs for Cities; Christine James-Brown, president and CEO, the Child Welfare League of America; and Dr. Suzanne Morse, executive director of the Pew Partnership for Civic Change.

Plantation Mayor Rae Carole Armstrong stated, "We are extremely pleased to be recognized as one of the Nation's 100 Best Communities for Young People. Plantation has always focused on programs and facilities to create 'a best community for young people.' Despite dramatic growth during the past 54 years, Plantation retains its hometown feel and sense of community that draws new families and retains the families of young people who grew up in the City. Plantation provides a broad cross section of recreational venues situated within award winning parks, a safe haven for our children to play, outstanding education opportunities for our children to learn and a stable economic base that supports numerous large and small corporations that provide the foundation for strong families."

For more details about the *100 Best* competition and to see a complete list of the 2008 winners, please visit www.americaspromise.org.

JM Family Enterprises named to Fortune's 100 Best Companies to Work For list

JM Family Enterprises, the Deerfield Beach-based automobile enterprise founded by the late Jim Moran, was named for the 10th consecutive year to Fortune magazine's "100 Best Companies to Work For" list.

JM Family ranked 23rd on the list. JM Family, which has more than 4,600 employees, provides employees with perks that include on-site day care, healthcare, fitness center, and hair and nail salon. Fortune also notes that Moran left his stock in a trust to carry on the company's family-friendly policies.

Broward Alliance Investor News and Announcements

Commissioner Keechl Reappointed Broward Alliance Liaison

Broward County Commissioner Ken Keechl has been reappointed as the Commission's liaison to The Broward Alliance. He was appointed by Mayor Lois Wexler. This is Commissioner Keechl's second year to serve in this role. Commissioner Keechl is a native Floridian and has lived in Broward County 20 years. He lives in Coral Ridge with his long-time partner, realtor Ted Adcock.

Commissioner Keechl is a lawyer and former partner at the firm of Brinkley Morgan et. al. He recently resigned from the firm to concentrate on representing Broward County's District 4. His district includes portions of the cities of Fort Lauderdale, Dania Beach, Hollywood, Pompano Beach, Deerfield Beach and Oakland Park and all of Wilton Manors, Hillsboro Beach, Lighthouse Point, Sea Ranch Lakes, Lauderdale-by-the-Sea, and Lazy Lake. While practicing law privately, he also served as the assistant city attorney in Plantation, where he worked for 14 years.



Commissioner Ken Keechl

"I am proud to serve as liaison between the Broward County Commission and The Broward Alliance in support of the work of economic development," said Commissioner Keechl. "A strong and diverse economy is extremely important to the residents of Broward County. The Broward Alliance's mission to create new investment and high value job growth, as the

county's public/private partner for economic development, is a top priority for me. Broward County has much to offer companies who are thinking of locating or expanding their business. I want to do my part in helping tell the story about Broward's strong business climate."

Commissioner Keechl can be reached at kkeechl@broward.org or at 954-357-7004.

Broward Alliance Welcomes New Investors to Who's Who in Economic Development

Following are Broward County and South Florida companies, institutions and organizations who have been added to the "Who's Who in Economic Development" and joined the effort to lead Broward County in building a stronger and more diverse economy:

Trammel Crow Company (www.trammellcrow.com) - Steve Sockrider, Area Director, Sr. Vice President, Development and Investment; and Michael Rosen, Senior Development Manager, Development and Investment -Trammell Crow Company is one of the nation's leading developers and investors in real estate, serving users of, and investors in, office, industrial, retail, healthcare, student housing, on-airport distribution, multi-family residential, and mixed-use projects. Trammell Crow Company has experienced market leaders in 28 major cities and, as an independently operated subsidiary of CB Richard Ellis Group, Inc. has access to over 20,000 professionals within the world's largest real estate services firm.

The Weiss Consulting Group (www.theweissconsultinggroup.com) - Jay Weiss, President - Weiss Consulting Group provides high level consulting to Fortune 500/1000 companies looking to consolidate their operations to, from or within Florida. The company has consistently assisted various clients in achieving operation success including Royal Caribbean Cruises Ltd and World Fuel Services Corporation.

Citrix Reports Record Fourth Quarter and Fiscal Year 2007 Financial Results

Citrix Systems, Inc. (Nasdaq:CTXS), the global leader in application delivery infrastructure, reported that in the fourth quarter of fiscal 2007, the company achieved revenue of \$400 million, compared to \$321 million in the fourth quarter of fiscal 2006, representing 24 percent revenue growth. Annual revenues for 2007 were \$1.39 billion, compared to \$1.13 billion in the previous year, a 23 percent increase.

"What a great quarter to cap off an outstanding year," said Mark Templeton, president and CEO of Citrix. "For the year, we saw very strong revenue growth, good EPS growth, and real traction in product licensing.

"Our results are proof that the application delivery strategy is resonating with our customers." In addition to quarterly and year-end financial results, Citrix also announced that its board of directors has authorized it to repurchase up to an additional \$300 million of its common stock.

Citrix Online Named 2008 North American Web Conferencing Company of the Year

Frost & Sullivan, a global research and consulting firm, has named Citrix Online, a division of Citrix Systems, Inc. the 2008 Web Conferencing Company of the Year. The annual award is presented to a company that has demonstrated unparalleled excellence within its industry. Citrix Online was singled out for its market-leading services and successful market penetration. The company delivers simple, affordable software-as-a-service solutions for remote PC access and online collaboration.

"Citrix Online has been successful in addressing the most demanding end-user needs – simplicity and pricing," said Roopam Jain, principal analyst with Frost & Sullivan. "GoToMeeting and GoToWebinar represent easy-to-use, cost-effective online conferencing and collaboration services that are driving adoption by SMBs, which have traditionally found holding Web conferences out of their reach due to the high costs and complexity associated with them."

Citrix® GoToMeeting® is a secure, cost-effective and fast way for people to meet, conduct trainings, demonstrate products, and collaborate online. Citrix® GoToWebinar™ is a do-it-yourself webinar service so simple to use that anyone can conduct online events from a PC, with up to 1,000 attendees.

“Most of our customers are small and medium-sized companies that, in the past, could never have afforded the advantages of web conferencing,” said Brett Caine, general manager, Citrix Online. “Our simple applications, designed for SMBs and delivered as software as a service, have changed that. GoToMeeting and GoToWebinar empower our customers to do more and travel less – reducing costs and gaining more time to focus on building their business. This is a huge competitive advantage, and it’s exciting to hear so many success stories from the entrepreneurs, professionals and mid-size companies that make up our customer community. Their success is a motivation for us to continue to deliver new collaboration services, and help our customers grow in ways never before possible.”

The Frost & Sullivan award recognized Citrix Online’s competitive strategy, customer satisfaction, and leadership, as well as outstanding management and consistent growth within a particular Frost & Sullivan Industry Research Group (IRG). To qualify for the award, a company’s customer service offerings and performance must be of very high caliber. In addition, the company must demonstrate proven expertise in taking advantage of market changes by capturing and solidifying market presence, or through execution of innovative strategies within the existing competitive landscape.

For more information about GoToMeeting, GoToWebinar, and Citrix Online, please visit www.gotomeeting.com, www.gotowebinar.com and www.citrixonline.com.

Stiles Announces Nearly 149,600 Square Feet In Leases

Tom Kates, President of Stiles Realty Co., has announced that Ceramic Protection Corporation has extended its lease for 128,144 square feet of warehouse space at Sawgrass Technology Park, located at 1655 NW 136th Avenue in Sunrise, in addition to signing a new lease for 21,446 square feet in another of the business park’s buildings. Stiles agents Madelayne Garcia and Liz Glaria represented the landlord and Bob Argenti of Florida Trust Realty represented the tenant. The Park is owned by Stiles Capital Partners, a joint venture between Stiles Corp. and Cargill.

Ceramic Protection Corporation (CPC) is a publicly traded company (TSX: CEP) with state-of-the-art manufacturing facilities in the United States and Canada. CPC is a world leader in the design, development and manufacture of both ceramic and composite components for ballistic armor and industrial wear protection systems. The company is moving its headquarters, currently located at the Sawgrass International Corporate Park in Sunrise, to the newly leased office space at Sawgrass Technology Park.

Built in 1985, the 62.95-acre Sawgrass Technology Park’s campus environment consists of 12 Mediterranean Hacienda-style buildings and is embellished with courtyards and covered walkways. Known for meeting the diverse needs of large-space users, the complex includes 446,604 square feet of office space and 71,621 square feet of flex space in addition to the warehouse space.

The Park’s prestigious tenants include Air France North American reservation headquarters, Sheridan Health Corp., First American Real Estate, the City of Sunrise and the Broward County School Board. For more information, please visit www.stiles.com or call 954-627-9377.

Governor Crist Quarterbacks For Children’s Issues At United Way Of Broward County’s Governor’s Bowl

Rothstein Rosenfeldt Adler, one of the fastest growing law firms in South Florida with over 40 attorneys and 16 practice groups, will be presenting The Governor’s Bowl, an event to benefit

children and families through United Way of Broward County's Community Care Fund, at the newly completed multi-million dollar addition to the Club Level at Dolphin Stadium on March 1, 2008. Governor Charlie Crist will attend this inaugural event which will be produced by Women's Way of United Way of Broward County.

Living true to its vision of convening partnerships that unite the hearts, minds and resources of our community, United Way of Broward County expects to make this event a huge success. This event will also advance Governor Crist's commitment to children and families in our community. The venue at Dolphin Stadium was chosen to accommodate the hundreds of community leaders that will attend in support of Governor Crist and United Way of Broward County's mission to improve the lives of children in our community. The event itself will feature top-level entertainment and will provide the rare opportunity to meet with the Governor.

"We need to make sure every child in Broward County has the opportunity to succeed in life," said Alan Levy, Campaign Cabinet Chair of United Way of Broward County. "The goal of the Governor's Bowl is to advocate, raise awareness, support and resources for children's programs. Whether it's the safety, health, development or education of children, the community impact is working through United Way of Broward County's Community Care Fund."

Marti and Wayne Huizenga will serve as Honorary Chairs of the Governor's Bowl. A volunteer committee of Women's Way members and other community leaders is producing the event. Co-chairs Nancy Botero, Gale Butler and Ginny Miller look forward to providing guests with a wonderful experience that will raise funds to positively impact so many lives. Nancy Botero states, "We are grateful to have Governor Crist's support for this event – it clearly demonstrates his commitment to our community and our children."

Gale Butler adds, "You can never have enough help with meeting the needs of the children. From the Governor to the volunteer, we need everyone's support to raise the funds necessary to fund the United Way's wonderful and effective programs."

According to Ginny Miller, "We are planning an evening of fun and camaraderie that you do not want to miss. This will be a party that will be the talk of the town!"

Limited sponsorship opportunities providing unique benefits are available and will be awarded on a first come, first served basis.

The Governor's Bowl Steering Committee includes Kim Bentley, Sean Guerin, Lisa Kitei, Alan Levy, Nilsa Pinado, Lois Schmatz, and April Kirk. To become a sponsor, purchase tickets, or for more information regarding the event, please contact Kathryn Glenewinkel, Event Coordinator, at (954) 462-4850 ext. 131 or governorsbowl@unitedwaybroward.org.

Broward Alliance Committees in Action

BRAVO Team Outreach to Area Companies

Following are some of the companies visited by Broward Alliance BRAVO (Business Retention and Visitation Outreach Program) committee members and Broward Alliance staff during the fourth quarter of 2007. BRAVO is a program where representatives of The Broward Alliance, Broward County Office of Economic Development and local municipalities and chambers of commerce conduct visits to local businesses in an effort to strengthen the local economy.

Trans Oceanic Elite Airways, Hollywood
The Portal Live, Fort Lauderdale
Parksons Corporation, Fort Lauderdale
Zeinith Rollers, Fort Lauderdale

Kemet Corporation, Fort Lauderdale
Biztec Corporation, Hollywood
Everglades Direct, Sunrise

A special thank you to the following BRAVO volunteers who assisted in these company visits: **Christopher Burgio**, Seitlin Insurance; **Bill Kyriakakis**, Broward County Office of Economic Development; **Tracy Mandart**, Janney Montgomery Scott; **Curt Nichols**, City Furniture; and **Deborah Wilkinson**, Broward County Office of Economic Development.

Associated Grocers Hosts International Committee

Calvin Miller, president and chief executive officer of Associated Grocers of Florida, was the speaker and host for a special off-site, "on location" meeting of the **International Committee** of the Broward Alliance on January 3rd. Associated Grocers is a major shipper using overland intermodal, ocean, and air transport services. The company this year relocated its primary distribution center and base of operations from Ocala to Pompano Beach, citing the new facility's proximity to Interstate 95, the Florida Turnpike, Fort Lauderdale-Hollywood International Airport, and Port Everglades to help with its strategic logistics positioning. The company also obtained free trade zone status for its distribution facility, from where it ships goods to stores and customers throughout the Southeast and in 41 countries. Associated Grocers also has a new 100,000-square-foot warehouse and distribution facility in Freeport, Bahamas.



Pictured (l-r) at Associated Grocers are Bob Swindell, Sr. Vice President, The Broward Alliance; Calvin Miller, CEO and President, Associated Grocers; Fred Rogacki, President, International Warehouse Services, Inc.; Peter Quinter, Attorney, Becker & Poliakoff and Chair of The Broward Alliance International Committee; Christopher Miller, COO, Associated Grocers and Roy Deffler, President, International Distributors of Grand Bahamas Limited.

CVB Executive Presents to Partner's Council

John Webb, senior vice president of the Greater Fort Lauderdale Convention and Visitors Bureau was featured presenter at The Broward Alliance's January **Partner's Council** meeting. Webb talked about the tourism industry in Broward County and discussed several programs and initiatives currently underway to continue to grow this important industry.

New Aviation Director Speaks to Investor's Council

Fort Lauderdale-Hollywood International Airport Aviation Department Director **Kent George** was featured speaker at The Broward Alliance's **Investor Council** meeting held on January 10th. George talked about upcoming plans for the airport and improvements currently

underway. The Broward County Board of County Commissioners recently reviewed plans for the Airport's new master plan.

Coconut Creek Celebrates Eight-day Record Number of Grand Openings, Ribbon Cuttings and Ground Breakings

The City of Coconut Creek celebrated three grand openings, one ribbon cutting and one ground breaking ceremony within an eight-day period. The JM Lexus Certified Pre-Owned Superstore ribbon cutting on Sample Road kicked-off the exciting chain of events on Friday, January 18th, followed by Rocky's Ace Hardware's (Hillsboro & Lyons) ribbon cutting on January 19th. January 23rd was a busy day with the grand opening of Wal-Mart's Supercenter (Hillsboro & 441) and the El Dorado (Sawgrass Expressway & Lyons) ground breaking ceremony for their Home Furnishings Center. The showroom will be completed in the beginning of 2009. Bagel Bagel Café (Regency Lakes Plaza) will hold an all-day grand opening celebration on January 25th, with a ribbon cutting ceremony at 2:00 p.m.

"This just confirms that Coconut Creek is a great place to do business. It shows that we are a burgeoning commercial community and that is good for our tax base and community. We wish each of them great success and will support them in their efforts," stated John Kelly, City Manager, Coconut Creek. For more information, call Yvonne Lopez at 954-973-6722.



Becky Tooley, Vice Mayor, City of Coconut Creek (third from left) and Lou Sarbone, Mayor, City of Coconut Creek celebrate JM Lexus' ribbon cutting ceremony with JM Lexus representatives.

Cummings and Raphael Recognized at Excalibur Awards

Congratulations to James Cummings, Chairman and CEO of James A. Cummings, Inc., who was named Broward County Business Leader of the Year; and to Beverly Raphael, President and CEO of RCC Associates, who was named Broward County Small Business Leader of the Year during the recent 2007 Sun-Sentinel Excalibur Awards.

The Excalibur Award is presented to business leaders in South Florida, recognizing their success within the business community and their commitment to the values of innovation, company growth and community contribution.

Alpha Kappa Alpha Sorority, Inc. to Honor One of its Own, Gail Birks at the 2008 Top Hat Awards Luncheon

The Zeta Rho Omega Chapter of Alpha Kappa Alpha Sorority, Inc. will celebrate the contributions of Gail Birks, President/CEO of CMA Enterprise Incorporated at their Top Hat Awards Luncheon at the Riverside Hotel on Las Olas Blvd. on Saturday, March 29, 2008 at 1:00 pm.

The Sorority selected Ms. Birks in the award category of Business and Entrepreneurship, presented to women leaders who have made significant contributions in every field of human

endeavor that embraces the precepts of Alpha Kappa Alpha Sorority, Inc. - "Supreme Service to All Mankind."

Since 1990, the firm continues to bring value added services to its clients who include Fortune 50, 100 and 500 corporations, government and non-profit organizations in the areas of Organization Development, Training and Curriculum Development, Supplier Diversity, and Dispute Resolution Services. Recently, CMA added Six Sigma and Lean Six Sigma consulting and training services.

In a recent interview, Ms. Birks, who is a member of the historic organization, stated that it has been an extraordinary year for CMA Enterprise Incorporated, her 17 year old company. We have grown three fold since our eighteen month "face lift" was completed this year. We have also added new strategic partners, new services and a new attitude. It is a wonderful feeling to likewise know that someone was actually watching our evolution through the years as we were focusing on our clients' success.

For more information about CMA Enterprise Incorporated, please visit www.cma-ent.com.

Other Investor Briefs

Ambit Advertising and Public Relations recently added two new clients to the firm's roster: Calico Corners and the Broward County Health Department's Health Education Section. The largest retailer of decorative fabrics in the U.S., Calico Corners will use Ambit's full line of business services to promote its six Florida east coast locations, including Miami, Boca Raton, Stuart, Vero Beach, Jacksonville and Altamonte Springs. For the Broward County Health Department's Health Education Section, Ambit will create and promote a drowning prevention campaign to reach homes in targeted zip codes with swimming pools and children under age five. Services will include focus group research, public outreach, plan implementation, and evaluation.

Miller Construction Company has begun construction of the 66,000-square-foot LeRoy Collins Office Building for The Graham Companies in the Governors Square section of Miami Lakes Business Park West, at 7900 Oak Lane. The \$8 million, four-story building will include a Class A finished core and lobby and will be ready for future tenants. This is Miller's second project for The Graham Companies in Miami Lakes.

Miller Legg, named by CE News as "One of the Best Civil Engineering Firms to Work For in 2007," recently participated in a 3-D Modeling Technology Education Webinar with CE News, and sponsored by Autodesk, developers of the AutoCAD Civil 3D software. The Webinar was designed by Shanon Fauerbach, P.E., Editorial Director of CE News, and co-presented by Todd Nochomson, CAD Systems Manager for Miller Legg.

1Vault Networks, a leading South Florida provider for colocation, disaster recovery and hosted IT servers has selected Seitz, Inc. Advertising and Promotion as its agency of record. The company has also announced a three-year contract formalizing an alliance between 1Vault Networks and Advanced Processing & Imaging (API). Through the terms of the agreement, 1Vault Networks will support OptiView® Enterprise Content Management (ECM), API's fully integrated system with a customized business continuity solutions package.

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida's Export Sales Mission to the Dominican Republic

Santo Domingo, March 9 – 12, 2008

The Dominican Republic was Florida's 8th largest trading partner in 2006 with \$4.8 billion in two-way trade. In 2007, Florida merchandise exports to the D.R. grew an estimated 8-10% to reach over \$2.7 billion – making the D.R. the fifth largest export destination for Florida exports. The strong commercial relationship between Florida and the Dominican Republic is

expected to grow significantly with the signing of the DR-CAFTA and the subsequent elimination of most duties.

Enterprise Florida's Export Sales Mission to Santo Domingo is designed to help participants identify and initiate business relationships with customers in the Dominican Republic.

Enterprise Florida Inc. (EFI) is a public-private partnership serving as Florida's primary organization devoted to statewide economic development. For a listing of all Enterprise Florida events visit www.eflorida.com/Events.aspx

Florida Innovation Showcase 2008

March 19-20, 2008

Orlando World Center Marriott Resort

On March 19 & 20, 2008, Florida Innovation Showcase 2008 will provide the forum to showcase Florida's hottest university technologies and research competencies for leveraging research and development efforts. The conference is presented by the Florida Research Consortium, a not-for-profit strategic partnership between Florida's universities, the business community and state government, created to introduce attendees to exciting discoveries being generated as a result of the tremendous volume of research taking place throughout the state of Florida. For more information visit www.floridaresearch.org.

Inter-American Development Bank 2008 Annual Meeting

April 4-8, 2008

Miami Beach Convention Center

Each year, the Boards of Governors of the Inter-American Development Bank and the Inter-American Investment Corporation meet in one of the Bank's member countries. This year's meeting will take place in Miami. The gathering is a forum for discussion among the institutions' Governors, most of whom are finance ministers, Central Bank presidents, and advisors. The Bank and the host country will be sponsoring a series of seminars on topics of interest to participants prior to the opening of the meeting.

For more information, please visit www.idbmiami08.org or call 305-808-7856.

Broward Alliance Calendar of Events

International Committee Meeting

Thursday, February 7th, 8:30 a.m.

Location: The Broward Alliance

To RSVP or for more information, please contact Sara Feder at 954-627-0132 or at sfeder@browardalliance.org.

Investor Relations Committee

Wednesday, February 13th, 8:30 a.m.

Location: The Broward Alliance

For more information, please contact Joan Goodrich at 954-627-0127 or at jgoodrich@browardalliance.org.

Education/Workforce Development Committee

Thursday, February 14th, 8:00 a.m.

Location: The Broward Alliance

For more information, please contact Ana Zeinieh at 954-524-3114 or at azeinieh@browardalliance.org.

Minority Business Development Committee Meeting

Wednesday, February 20th, 4:00 p.m.

Location: The Broward Alliance

For more information, please contact Sara Feder at 954-627-0132 or at sfeder@browardalliance.org.

Creative Economy and Film Commission Meeting

Wednesday, February 27th, 4:00 p.m.

Location: The Broward Alliance

For more information, please contact Elizabeth Wentworth at 954-627-0122 or at ewentworth@browardalliance.org.

Business Development Committee Meeting

Thursday, February 28th, 8:00 a.m.

Location: The Broward Alliance

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