



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



The Broward Alliance E-Newsletter January 30, 2009

Top Stories

Local Economic Stimulus Project Announced

The Broward County Office of Economic Development; The Broward Alliance, Broward County's public/private partnership for economic development; WorkForce One and other community partners have started working to develop an economic stimulus plan to address economic issues and rising unemployment in Broward County. The groups plan to work to address both public and private sector concerns and gather ideas regarding options that can be used to stimulate Broward County's economy. County Administrator Bertha Henry requested the plan be developed to help mitigate the effects of the economic downturn on Broward's residents, businesses and visitors.

"We are looking at a number of areas in which we can jump-start Broward's economy including finding ways to potentially accelerate public and private projects or programs that may have been planned for the future, but could be done now under the right scenarios," said Norman Taylor, director of the Broward County Office of Economic Development.

"This is certainly a public/private collaboration in every sense," said James P. Tarlton, president and CEO of The Broward Alliance. "Broward County government leaders, the municipalities in Broward County and local businesses will help get our economy on more solid footing with the right steps. This is what the Excellerate Broward program launched at The Broward Alliance earlier this year with our public and private partners is all about."

"Once again Broward is getting ahead of the curve. This local stimulus plan will make us strategically ready to implement proposed federal and state economic stimulus funds. When those funds come down, this collaboration will insure that we will be ready," added Mason Jackson, president/CEO of WorkForce One.

According to Taylor, the approach to developing the County's plan is to look for opportunities to stimulate job growth and investment in Broward County while ensuring the plans are compatible with economic stimulus legislation developed by the President and Congress at the federal level. Part of the project will be an examination of Broward County's economy including unemployment data, jobs availability by sectors of the economy, planned capital investment, and a broad scan of the outputs of local governments and companies that could result in positive economic impact quickly.

The Broward Alliance, working with the Broward County Office of Economic Development, will help facilitate the input of a number of stakeholders into the County's plan according to Tarlton. Input will be sought from county agencies, businesses, municipalities, local developers and other members of the community to serve as starting points for future partnerships, projects and programs that will help promote a strong local economy and sustain the economic vitality of the region near and long-term.

Examples of some of the actions to be taken include:

- Conducting a business climate survey to assist in development of possible stimulus programs.
- Proposing consideration of policy modifications/recommendations to support establishing or extending job growth or other incentives/inducements by local

government.

- Bringing key community partners together to consider current needs and what has been done previously to address economic recovery.
- Participating in regional and statewide meetings with leadership of the Senate Select Committee on Florida's Economy (State of Florida Stimulus Plan), created by Senate President Jeff Atwater. The chair is Senator Don Gaetz and the vice chair is Senator Jeremy Ring.
- Hosting business assistance seminars for local businesses.
- Gathering both public and private sector input on projects or programs which could be accelerated, including estimated timeframes for projects and new development activity planned or pending.

The timeframe for completing the research, public engagement and plan preparation work is 45 days.

Federal Aviation Agency (FAA) Announces Airport Runway Decision

The Federal Aviation Administration has announced its decision, in accordance with the National Environmental Policy Act (NEPA), and released the Record of Decision (ROD) for the Environmental Impact Statement (EIS) for Fort Lauderdale-Hollywood International Airport (FLL). The ROD provides the FAA's final determinations and approvals in response to a proposal by Broward County to extend the airport's south runway (9R/27L).

The ROD documents the FAA's compliance with several procedural, substantive, and programmatic requirements of aeronautical, environmental, and related statutes and regulations that apply to the FAA's decision and ultimate action.

After years of studying the potential environmental impacts of increasing the airport's capacity to meet the demand of air traffic and reduce flight delays, the FAA has determined that extending the airport's south runway (9R/27L) to a length of 8,000 feet is the federally preferred option (Option B1B) and offers the surrounding communities the least impact.

The decision by the FAA to extend the south runway is the same physical runway layout which was approved by the Broward County Board of County Commissioner's in June 2007 and is consistent with the federally approved Airport Layout Plan.

Aviation Director Kent George states, "Broward County and the Aviation Department is committed to working with the cities of Dania Beach, Davie, Fort Lauderdale, Hollywood, and all the communities of the Greater Fort Lauderdale area, to mitigate any impacts which might affect the quality of life of the airport's neighbors."

The ROD was issued after months of analyzing what the impacts of a runway extension would have on variables such as noise, air pollutants, storm water management, wildlife, and overall quality of life to the surrounding communities.

A copy of the Decision Order is available on the airport's web site at www.fll.net.

Port Everglades Receives Approval for New Cargo Terminal

Construction of a new 41-acre marine terminal for containerized cargo at Port Everglades received the go-ahead from the Broward County Board of County Commissioners this month. This is the third major construction project to begin at the South Florida seaport within the past 12 months, including a new 10-acre petroleum terminal and a mega-cruise terminal for the world's largest cruise ships.

"Port Everglades is creating jobs at a time when jobs are severely needed," said Broward County Mayor Stacy Ritter. "Our seaport is an economic engine that keeps commerce moving and people employed."

Tran Construction, Inc., of Miami, Fla., won the bid for the Phases VIIA and VIII cargo terminals in the Southport area at Port Everglades in the amount of \$12.3 million including contingencies. Florida state grants are funding up to half of this economic stimulus project.

The terminal is expected to be completed by early 2010. The scope of work includes earthwork (site clearing and preloading), installation of water, sewer, and storm drainage systems, paving, electrical (high mast lighting system) and fencing. This project will increase cargo yards at Port Everglades by 15 percent from existing acreage.

Approximately 227 construction jobs will be supported through the Southport Phase VIIA and VIII project. Once completed, preliminary estimates show that an estimated 254 direct jobs and 14,623 total jobs will be supported by the new cargo terminal, which will result in more than \$494 million in personal income. Business activity is projected to reach \$1.4 billion annually, with more than \$45 million generated in state and local taxes.

"The new containerized cargo terminal is part of the Port's Master/Vision Plan. The Plan also includes future near-dock rail for efficient transport of cargo, which makes this terminal especially attractive," says Port Everglades Director Phillip C. Allen. "Containerized cargo tonnage at Port Everglades has increased 92 percent in the past six years. And while we have noticed the market softening in recent months, we must be ready for the future, which we believe is quite promising."

Containerized cargo, at 6.58 million tons and 985,095 TEUs (twenty-foot equivalent units) during Fiscal Year 2008 (October 1, 2007 through September 30, 2008), has been on a steady upswing at Port Everglades, almost doubling since FY2002.

"Our global marketing efforts will increase as we actively pursue new shipping lines and terminal operators for this new project. We are also looking to expand existing container cargo services that may need additional space to grow their businesses," said Carlos Buqueras, Port Everglades director of business development.

In addition to this new cargo terminal, construction work is already taking place around the clock at Port Everglades with the building of the new Vecenergy petroleum terminal and expansion of Cruise Terminal 18.

Vecenergy, the Vecellio Group's Energy Division based in West Palm Beach, Fla., is nearing completion of a new state-of-the-art petroleum terminal at Port Everglades. The new Vecenergy terminal, which is on privately-owned land within the Port's jurisdictional area, will contain 11 petroleum storage tanks totaling 1.35 million barrels (56.7 million gallons) of bulk fuel capacity. Petroleum products, including alternative fuels, will be dispensed to tanker trucks through a loading rack and delivered to Fort Lauderdale and Miami airports by pipeline. As the first new terminal at the Port since the 1970s, the facility will increase the Port's petroleum capacity by more than 10 percent. Locally based companies; Ranger Construction, Gonzalez & Sons Equipment, Shah Drotos & Associates, and TEC Serv LLC, are the primary contractors for Vecenergy.

Cruise Terminal 18 is being expanded from 67,500 square feet to 240,000 square feet in time for the November 2009 arrival of the first of the world's two largest cruise ships, Royal Caribbean International's \$1.24 billion *Oasis of the Seas*. The second Oasis-class cruise ship, *Allure of the Seas*, at an estimated cost of \$1.4 billion, is scheduled to arrive the following year. Both ships will sail year-round from Port Everglades, which is expected to become the busiest cruise port in the world.

As one of South Florida's leading economic powerhouses, Port Everglades is the gateway for international trade and cruise vacations. Already one of the three busiest cruise ports

worldwide, Port Everglades is also Florida's leading container port. And, Port Everglades is South Florida's main seaport for receiving petroleum products including, gasoline, jet fuel and alternative fuels. The Port Everglades Department is a self-supporting Enterprise Fund of Broward County government with operating revenues of more than \$117 million in Fiscal Year 2008 (October 1, 2007 through September 30, 2008). It does not rely on local tax dollars for operations. The total value of economic activity at Port Everglades surpasses almost \$18 billion. Approximately 200,000 Florida jobs are impacted by the Port, including 11,620 people who work for companies that provide direct services to Port Everglades.

More information on Port Everglades, which is governed by the Broward County Board of County Commissioners, is available at www.broward.org/port, e-mailing PortEverglades@broward.org, or by calling 954-523-3404.

Bringer Lines Brings Broward to Brazil

Broward County Commissioners formally welcomed ocean shipping company Bringer Lines and its partner, "K" Lines, to Port Everglades at their regularly scheduled weekly meeting on January 13.

Bringer Lines, a Miami-based air and ocean shipping company, began service from Port Everglades to the Amazon region of Brazil in November. It is the first direct ocean containerized-cargo service between South Florida and Manaus, Brazil.

"We have been working for years to establish direct trade between Broward and Manaus, Brazil," said Commissioner Diana Wasserman-Rubin. "This new service makes trade with Manaus a reality and advances our business relationships in Brazil."

In 2002, Commissioner Wasserman-Rubin brought the two communities together to sign the Manaus Memorandum of Understanding, an informal agreement that paved the way for future trade.

Commissioners Wasserman-Rubin and Josephus Eggelletion, Jr. have traveled to Brazil on separate trade missions with Port Everglades representatives and the Broward County Office of Economic Development to stimulate international trade and bring shipping service to South Florida.

"We want to capitalize on the tremendous trade opportunities available in Brazil, and in particular in Manaus because of the free trade zone there and Foreign-Trade Zone No. 25 located at Port Everglades," said Commissioner Eggelletion.

Partnered with "K" Line, a Japan-based shipping line, Bringer Lines provides a bi-weekly service between the U.S. East Coast and the Amazon region of Brazil. Future plans call for weekly service. Ports of call for the service include Savannah, Port Everglades, Manaus, and Vila do Conde.

Brazil ranks as one of Florida's top trading partners, according to Enterprise Florida, Florida's primary organization devoted to statewide economic development. During 2007, approximately \$13 billion worth of merchandise was exported and imported between Florida and Brazil. Brazil is one of the top 10 trading partners for Port Everglades, generating approximately 400,000 tons of containerized cargo annually.

Port Everglades Tops World Record For Number Of Passengers In A Single Day

When the final count was tallied, Port Everglades officials learned that they had broken their own two-year-old world record on Saturday, January 3, 2009, when 49,234 cruise passengers sailed in and out of the South Florida cruise port in a single day. The last record was set on December 23, 2006, with 47,229 passengers.

"We knew it would be close, but it was surprising to find out that there was a significant

increase -- 2,005 more passengers - than the number of passengers who traveled through Port Everglades when the last world record was set in 2006," said Port Director Phillip C. Allen. "Though we don't know when the next record will be set, we're getting ready to handle even more passengers next year with the expansion of Terminal 18 for Royal Caribbean International's Oasis-class ships, which will be the largest cruise ships in the world carrying more than 5,400 passengers."

If lined up bow to stern, the 11 cruise ships docked at Port Everglades on January 3 would have stretched 9,869 feet or the equivalent of nearly 31 football fields. That is enough cruise passengers to fill 105 747 jumbo jets.

Broward County's Port Everglades is poised to become the world's top cruise port by 2011 with Royal Caribbean International homeporting its two new 5,400-passenger Oasis-class vessels at the South Florida cruise port.

"Busy cruise days illustrate the economic benefits that the cruise industry brings to our community and the state of Florida," says Broward County Mayor Stacy Ritter. "The cruise industry at Port Everglades is a major contributor to the economic health of our tourism-based community in Greater Fort Lauderdale, accounting for over 12,000 jobs and contributing \$1.4 billion in local economic activity. Broward County is fortunate to have one of the world's most popular and busiest cruise ports."

Port Everglades is the cruise ship capital of the world with more than 3 million passengers expected during 2009 and more homeported cruise ships than any cruise port worldwide. Fourteen cruise lines sail from the South Florida seaport. The Port's ever-expanding fleet of cruise ships provides guests with an array of cruise vacation choices from the sunny Greater Fort Lauderdale area including everything from sampler-size day cruises to around-the-world cruises. Details on the latest cruise offerings are available on the Internet at www.broward.org/port.

New Broward Alliance Councils Begin Work

All four of the newly established Broward Alliance Councils held their first meetings in January, kicking off a new framework of important economic development work in Broward County. The task-oriented, industry driven Councils each have specific focus areas and responsibilities. They are led by industry leaders whose knowledge, expertise and leadership significantly contribute to The Broward Alliance's ability to define and execute short and long term strategies that maximize Broward County's economic potential. The four new Councils join the CEO Council and Partner Council which had already been in existence:

Following is a brief summary of each of the Councils and their leadership role in economic development in Broward County:

CEO Council

Chair - Ray Ferrero, Jr., Nova Southeastern University (and current Chair of The Broward Alliance)

Focus: Inbound Investment - Headquarters

Leadership Engagement: Market CEO's

Outcomes: Establish Business Brand; Grow Pipeline; Close New Investment

Governor Council

Chair - Charles P. (Chuck) Pisciotta, KPMG

Focus: Economic Competitiveness

Leadership Engagement: Market Leaders

Outcomes: Market Assessment; SWOT Analysis

Leadership Council

Chair - Gerard Litrento, Regions Bank
Focus: Business Climate Advocacy
Leadership Engagement: Top Public-Private Leaders; Next Generation Leadership
Outcome: Influence

Corporate Council

Chair - Ed Mitchell, Duke Realty
Vice Chair - Mark Budwig, S. Mark Graphics
Focus: Established and Emerging Clusters
Leadership Engagement: Industry Leaders
Outcome: Customized Strategies

Entrepreneur Council

Chair - Diane Brennan, AXA Advisors - Generational Wealth
Focus: Growing Our Own; Entrepreneurship
Leadership Engagement: Entrepreneurs; Service Providers
Outcome: Build Entrepreneurial Reputation

Partner Council

Chair - Arline Hampton, City of Hollywood
Focus: Economic Development System
Leadership Engagement: Municipalities; Chambers of Commerce; Business Development Groups; Redevelopment Agencies; Downtown Authorities; Local, Regional and State Economic Development Partners
Outcome: Internal Market Reputation for Business Readiness

For more information about The Broward Alliance Councils and to learn how you can become involved, please contact Joan K. Goodrich at jgoodrich@browardalliance.org or at 954-627-0127.



Pictured above at The Broward Alliance Governor Council meeting are (L-R) Chairman Charles (Chuck) Pisciotta, KPMG; Joan Goodrich, The Broward Alliance; Norman Taylor, Broward County Office of Economic Development; special presenter Dr. Phyllis Bebko, Florida Atlantic University; Melanie Dickinson, South Florida Business Journal; Victor Beninate, AT&T; Penny Shaffer, BlueCross BlueShield of Florida; Deborah Wilkinson, Broward County Office of Economic Development and Ana Zeinieh, The Broward Alliance and WorkForce One.



John Benz, Memorial Healthcare Systems, makes a point during The Broward Alliance Leadership Council meeting held at The Broward Center for the Performing Arts.

Education & Workforce Development

FAU, UF Celebrate Groundbreaking Of New Joint-Use Facility On FAU's Davie Campus

Florida Atlantic University, the University of Florida and community leaders recently gathered to commemorate the groundbreaking of the new FAU/UF joint-use facility on FAU's Davie's campus. The 75,000 square foot facility, designed to meet U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) silver certification, is scheduled to be completed in Fall 2010.

"This is a place where vitally important knowledge about the Everglades and the entirety of South Florida's very sensitive and complex ecosystem will be discovered, analyzed, understood and passed along to future generations," said FAU President Frank T. Brogan. "FAU is very proud to partner with the University of Florida in this far-reaching research and educational initiative, which holds tremendous promise for our state."

The \$30 million facility, funded entirely by Public Education Capital Outlay (PECO) allocations from the state legislature, will be constructed on 25 acres of land transferred to FAU from the University of Florida. It will be shared between FAU and UF's Institute of Food and Agricultural Sciences (IFAS) to study Everglades restoration and environmental science. The first floor is designed for classroom use, including a 100-person tiered classroom. The second floor will house research labs for UF scientists, and the third and fourth floors will combine FAU science labs with office space for FAU's College of Arts and Letters and other departments.

"The FAU community is so proud of everything this building stands for," said Dr. Joyanne Stephens, vice president of FAU's Broward campuses. "Everything from our partnership with UF, to environmental sustainability, to the learning that will take place in its classrooms and the exciting scientific advances that will happen in its labs."

Speaking at the event along with Brogan and Stephens were Florida State Representative Ellyn Bogdanoff; Nancy Blosser, chair of FAU's Board of Trustees; Dr. Joseph Joyce, UF senior executive associate vice president for agriculture and natural resources; and Craig van der Heiden, an FAU doctoral student. The ceremony included a traditional groundbreaking and raising of the FAU flag at the building site.

For more information, contact Maggie Gunther at 954-762-5275 or mgunther@fau.edu.

Nova Southeastern University to Open New Pediatric Dental Clinic

Nova Southeastern University (NSU) has opened a new pediatric dental clinic at Joe DiMaggio Children's Hospital. The clinic will treat special needs patients with cleft, craniofacial, HIV, and other physical and mental challenges. It will be staffed with one faculty member and two pediatric residents from NSU.

"It's bringing available dental care closer to the people who don't have a place to go," said Robert Uchin, D.D.S., dean of NSU's College of Dental Medicine, which will run the clinic. "Since the clinic is located at Joe DiMaggio Children's Hospital, children will have access to special dental care as well as a full range of medical care services."

The clinic was made possible by a federal grant from the U.S. Bureau of Health Professions to train dental students to treat special-needs pediatric patients. The grant provides the college with \$1.3 million over three years.

NSU has dental clinics throughout Broward County that provide pediatric dental services for all children, including those who suffer from physical, developmental, mental, behavioral, cognitive, and emotional impairment. The challenges facing these children include autism, cerebral palsy, craniofacial disorder, among others.

Local Companies Receive Training Grants

The Broward Alliance and WorkForce One are proud to announce that five local companies are recipients of local and state grants to train their current staff. WorkForce One awarded \$22,700 in Employed Worker Training grants to Forecast Trading for \$16,000 and the City of Tamarac for \$6,700. Workforce Florida awarded \$36,500 in Incumbent Worker Training grants to 3 Dimensional Engineering, Inc. for \$17,250; Ultimate Manufacturing Inc. for \$13,500; and Certified Metal Finishing, Inc. for \$5,750.00. For information about available training programs, please contact Ana Zeinieh, Director of Workforce Development for The Broward Alliance and WorkForce One, at 954-524-3114 or via email at aazeinieh@browardalliance.org.

Free Online Job Posting Available to Businesses

According to WorkForce One a business can reduce their recruitment costs with free online job postings. Companies can enter their job openings at www.employflorida.com and WorkForce One staff can pre-screen candidates on their behalf. For additional information about this and other ways your business can survive and prosper during the current economic downturn, visit www.wf1broward.com or call (954) 677-JOBS.

Broward Principal Receives State Award

Tonya Frost, principal at Country Isles Elementary School, is one of two principals in the state to receive the 2008 Principal Advocate for Excellence Award presented by the Florida Association for Media in Education (FAME).

The award recognizes principals who have demonstrated support in the development of exemplary school library media programs and/or to promote a principal who supports the integration of school library media programs, resources and technologies into the total educational process and/or to honor principals who implement research-based library media programs.

Creative Economy and Film Commission

In an Economic Downturn Broward County's Creative Industries Hold Their Own

Recently, *Americans for the Arts* released the 2008 Creative Industries Report, which offers a research-based approach to understanding the scope and economic importance of the arts. Broward County is home to 4,655 arts-related businesses that employ 20,500 people. This is

a 12 percent increase in arts-related business and employees within this industry in Broward, over 2007 statistics.

During the current economic downturn, Broward Cultural Division is thrilled to learn that Creative Industries are a growing segment of our local economy. This Broward County statistic supports a global trend that creative businesses will expand to support the knowledge-based economy. It shows that arts and culture has a much-needed place in any growing community.

The creative industries are comprised of museums and collections; performing arts; visual arts/photography; film, radio and TV; design and publishing; arts schools and services. These arts-centric businesses plan an important role in building and sustaining economic vibrancy. They employ people, spend money locally, generate government revenue and are a cornerstone of tourism.

Nationally, there are more than 600,000 businesses in the United States involved in the creation or distribution of the arts that employ more than 2.5 million people. The source for this information is Dun & Bradstreet, a most comprehensive and trusted source for business information in the U.S. Growth of the businesses that comprise the creative industries is greater than the increase among the 14.3 million businesses tracked by Dun and Bradstreet.



Broward Alliance Leadership Council member Mike Greene presents "The Creative Economy Defined" to Dania Chamber of Commerce members at Grace Café and Gallery.

USA Network's *Burn Notice* Films Third Season

USA Network's *Burn Notice* began their third season of pre-production in South Florida this month. The show's total viewership is up 23% over last season and they're looking forward to another successful season shooting in South Florida. The show is scheduled to resume shooting in March and end in August, filming 16 episodes.

Burn Notice was one of a very few projects to be qualified for film production incentives this year. This was due to the incentive being lowered from \$25 million to \$5 million for FY2008-09. Fox, the studio producing the series, estimates \$17 million in local spending during the third season's episodes. They have been qualified to receive \$2.5 million in return on local expenditures.

The first season's production brought local expenditures of over \$6.8 million to our area for which the production was certified for \$1.3 million in incentive funds returned to them for qualified Florida expenditures.

The ROI (return on investment) for Florida's film and television industry is 6.18 to 1.



Gabrielle Anwar (center with sunglasses), one of three central characters in Burn Notice, stands amidst a street scene of extras being filmed on Harrison Street in Hollywood for the USA network television show last June.

French Film Company Revodition Opens in Hallandale Beach

A production office visit was made recently by The Broward Alliance Film Commission Action Team to Revodition, a French film production company. The meeting was held with producer/owner Michael Hababou and director Frederic Boyadjian. The company relocated from Surfside to Hallandale Beach in June.

Since setting up production in South Florida the company has completed eight educational videos that cover topics such as pregnancy, divorce, cats, and alternative medicine. The direct-to-consumer videos are distributed through Target, Best Buy, Barnes & Noble and Amazon.com.

Currently the company is in pre-production for a feature film, *Mais Je Dream Ou Ouoi!* (*Am I Dreaming or What?*). Principal photography will begin in March and the shoot will be six to seven weeks. The film is a comedy for release in France and features four French men who come to America to make a killing in real estate. Several French film stars will be cast and the rest of the actors/extras will come from the South Florida French community which numbers approximately 30,000.



Pictured to the left is a scene from the film "trailer" that was shot to develop interest in the feature film Mais Je Dream Ou Ouoi!

Top Rankings

Florida Ranks Top Ten in the Nation in Education

Governor Charlie Crist has announced that Florida's education ranking jumped from 14th to 10th in the nation, and its overall grade improved from a C-plus to a B-minus, according to the 2009 Quality Counts: Portrait of a Population report. The report, issued annually by Education Week, tracks state policies and performance across key areas of education and assigns each state with an overall letter grade to signify their education standing in the

nation. This improvement builds on last year's drastic improvement that took Florida from 31st in 2006 to 14th in 2007.

This year's edition of the report grades states based on their performance and policies in six distinct education areas: Chance for Success; Transitions and Alignment; School Finance; K-12 Achievement; Standards, Assessments, and Accountability; and the Teaching Profession. Beginning this year, the report updates data in three of those areas (Chance for Success, Transitions and Alignment, and School Finance) and combines it with the previous report's grades for the remaining categories. The overall grade assigned to each state is the average score for all six categories.

"This is a stunning achievement that further cements Florida's status as a national leader in education," said Commissioner of Education Dr. Eric J. Smith. "We are a state with high expectations for our youth and I'm proud to see that our efforts are creating a more successful future for our children."

For the three previous-year categories that were factored into this year's score, Florida was ranked fourth in the nation for the Teaching Profession; seventh in the nation for K-12 Achievement; and twelfth in the nation for Standards, Assessment and Accountability.

In addition to the six categories, the report includes an in-depth examination of the condition of English-language learners (ELL) in schools across the nation. While this section did not receive a grade, it did single out states in its analysis. Florida was highlighted for leading the nation in the number of certified teachers in Federal Title III language instruction programs, and is one of only three states that requires all prospective teachers to show they are competent to teach ELL students. For more information about the report, visit www.edweek.org.

Broward Alliance Investor News and Announcements

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

Following are Broward County/South Florida companies who have been named to the 2009 Who's Who in Economic Development and are leading Broward County in building a stronger and more diverse economy:

Blue Cross Blue Shield of Florida (www.bcbsfl.com) - Penny Shaffer, Market President, South Florida - Blue Cross and Blue Shield of Florida is a leader in Florida's health industry. BCBSF and its subsidiaries serve more than 8.8 million people. Since 1944, the company has been dedicated to meeting the diverse needs of all those it serves by offering an array of choices. BCBSF is a not-for-profit, policyholder-owned, tax-paying mutual company. Headquartered in Jacksonville, Fla., BCBSF is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies.

Broward Center for the Performing Arts (www.browardcenter.org) - Kelley Shanley, President/CEO – Set against the lush, tropical backdrop of the banks of the New River, the Broward Center for the Performing Arts is at the heart of Fort Lauderdale's Riverwalk Arts & Entertainment District, home to nearly 1,000 events annually. In 2007, the Broward Center was named the "Cultural Embassy" of Broward County for its commitment to bringing culture, commerce and community together and using arts events to help build cultural bridges. Attendance at the Broward Center has earned it a consistent ranking in the top ten worldwide in industry publications including Pollstar and Venues Today.

ICABA Media Holdings, LLC (www.icabaonline.com) - Jerome Hutchinson Jr., President/CEO – ICABA™ Media Holdings, LLC is a South Florida based company dedicated to connecting and activating accomplished black professionals and Entrepreneurs through its recently launched global brand ICABA™. ICABA™ provides a best-in-class

marketing vehicle to companies desiring an interactive relationship with affluent black consumers in the U.S. and around the world.

KPMG (www.kpmg.com) - **Charles P. Pisciotta, Director Advisory** - KPMG is a global network of professional firms providing Audit, Tax and Advisory services. They operate in 145 countries and have 123,000 people working in member firms around the world.

RSM McGladrey (www.rsmmcgladrey.com) - **Joseph L. Epstein, Partner** - RSM McGladrey is a leading professional services firm providing accounting, tax and business consulting. RSM McGladrey operates in an alternative practice structure with McGladrey & Pullen LLP, a partner-owned CPA firm that delivers audit and attest services. Through separate and independent legal entities, they work together to serve clients' business needs. Together, the companies rank as the fifth largest U.S. provider of accounting, tax and business consulting services (source: *Accounting Today*), with 8,000 professionals and associates in nearly 100 offices. RSM McGladrey Inc. and McGladrey & Pullen LLP are member firms of RSM International, an affiliation of independent accounting and consulting firms.

Starmark International (www.starmark.com) - **Peggy Nordeen, President** - Starmark International is a full-service integrated marketing communications agency that specializes in the seamless integration of multiple marketing disciplines, including advertising, public relations, interactive services, branding, direct response and custom media. The agency's additional capabilities include strategic consulting, research, media planning and buying, as well as relationship and channel marketing services. Originally founded in Chicago in 1978, Starmark is one of only three companies ever named to *Inc.* magazine's "INC 500" Fastest Growing Privately Held Companies seven times.

Tower Club (www.clubcorp.com) - **Gregory Oram, Membership Director** - Established in 1974, the Tower Club is located in the heart of Fort Lauderdale's business and financial district with spectacular views of the Atlantic Ocean and the Fort Lauderdale skyline. Over the years, the Tower Club has been recognized by *ClubCorp* for outstanding achievement at both the gold and silver levels of Circle of Excellence.

Stiles Corp. Begins Work on New Publix-Anchored Shopping Center in Spring

Fort Lauderdale-based Stiles Corp. has announced the start of construction on Shoppes at Avalon, a new Publix-anchored shopping center in Hernando County's Spring Hill community. Stiles and Publix are developing the project as joint venture partners, with fast-track construction underway to complete the 64,000 square foot center in Fall 2009.

Florida Employment Report: Employee Confidence Index Inches Up

Despite the job loss seen in the state over the year, the Florida Employee Confidence Index increased 0.6 points to 37.2 in November, according to the latest Spherion® Employment Report. The monthly survey of Florida workers, conducted by Harris Interactive® on behalf of Fort Lauderdale-based Spherion Corporation, reveals that one-third of workers (33 percent) are likely to look for a new job in the next 12 months, even though more workers say they are not confident in their ability to find one.

Twenty-six percent of workers believe the economy is staying the same, an increase of 12 percentage points from October. One of three workers surveyed (33 percent) are likely to look for a new job in the next year, compared to 34 percent indicating a likelihood to do so in the previous month. The percentage of workers that are not confident in their ability to find a new job increased 12 percentage points to 36 percent in November.

"It was a pleasant surprise to see that our latest report shows a slight increase in worker optimism," said Paula Franco, branch manager for Spherion Staffing Services in Florida. "The U.S. is clearly facing some tough economic challenges, but much like the rest of the country, Florida is still experiencing some job growth in education and health services. In addition, we are still receiving requests for customer service representatives, accountants, and warehousing professionals, but the competition is much more intense and job seekers

are having to exercise a lot more patience. Until employers see a measurable amount of recovery in the economy, they will likely remain cautious in terms of starting new projects or increasing their payrolls."

To view the full report, please go to:

<http://www.spherion.com/pressroom/index.php?s=43&item=696>

Moss & Associates Completes Fire-Rescue Project

Moss & Associates, one of Florida's largest construction management companies, has completed four new regional fire-rescue facilities for the Broward Sheriff's Office (BSO), with a fifth facility nearing completion.

The \$31.7 million construction program was designed to increase capacity for Broward County fire-rescue teams, replace older and outmoded stations, and reduce response times for a broad range of emergencies.

The facilities include: the Regional Everglades Fire Rescue Station; Airport/Seaport and Regional Technical Rescue Station; Hazardous Materials Fire Rescue Station; and Regional Logistics Warehouse. Moss is also nearing completion on a new Broward County Fire Rescue Station in Pembroke Park, expected to be completed in January. The facility will serve Pembroke Park and West Park.

Balfour Beatty's CEO Inducted into Hall of Fame

Raymond Southern, Division CEO for Balfour Beatty Construction in Florida, has been inducted into the University of Florida Construction Hall of Fame. Inductees are chosen on the basis of the esteem of their peers and their contributions to quality construction, to professional organizations and the community. Southern celebrated his 35th anniversary with Balfour Beatty this fall. He began as a Project Engineer; today he is a member of the Executive Leadership Team for the company of 1,700 professionals in six states.

Citrix Collaborating with Intel to Deliver Xen-based Client Virtualization Solutions - Also Unveils Vision to Transform Desktop Computing with Project Independence

Citrix Systems, Inc., the global leader in application delivery infrastructure, has announced that it will develop the industry's first application and desktop delivery solutions optimized for Intel® Core™2 desktops and Centrino® 2 laptops with Intel® vPro™ technology. Under an agreement with Intel Corporation, Citrix plans to produce a new class of virtualization solutions that optimize the delivery of applications and desktops to millions of Intel Core2 and Centrino 2 processor-based devices, dramatically reducing the cost of desktop management.

The first-of-its-kind hypervisor-based virtualization solution will bring both mobile and office users the benefits of centralized desktop virtualization with a rich, personalized PC environment. As a result, mobile and office workers will be able to take advantage of enterprise-scale virtualization without sacrificing security, manageability, ease-of-use, performance or mobility.

"This innovative approach from Citrix and Intel has the potential to swing the pendulum toward desktop virtualization alternatives and disrupt a traditional desktop management industry that is costing enterprises billions of dollars a year today," said Mark Bowker, analyst, Enterprise Strategy Group (ESG). "By serving as a transparent delivery platform, this approach has the potential to positively transform the corporate desktop ownership equation and improve how enterprise IT manages the delivery of applications and desktops to their users."

At the heart of the new solution from Citrix will be a bare-metal Xen-based desktop hypervisor optimized for Intel® Virtualization technology and other features of Intel® vPro™ technology. This new client hypervisor, which will be made available to PC manufacturers and enterprises worldwide, will enable IT professionals, for the first time, to dynamically stream a centrally managed corporate desktop, and all related applications, directly into a

secure, isolated client-based virtual machine (VM). This new technology will be productized in an upcoming solution from Citrix code-named "Project Independence." By enabling devices, desktops, applications and people to operate more independently, but with all the benefits of centralized management, Project Independence will bring a new level of cost savings and IT agility to businesses worldwide.

According to the company, the addition of Project Independence to the Citrix Delivery Center product family will have a profound impact on the way enterprise IT delivers and manages desktops, as well as how users experience those desktops. To realize this vision, Citrix will continue working closely with strategic partners like Microsoft and Intel to provide customers with open, innovative solutions that leverage their existing investments and help them transition to a new era of desktop computing where the old burdens and limitations no longer apply. Citrix believes this new era will be characterized by five fundamental changes as described in the following "predictions":

Prediction #1 – Your Company Will No Longer Own Your Laptop

Prediction #2 – Your Company Will Spend More on Coffee and Office Supplies Than it Does on Desktop Management

Prediction #3 – You Will Access Your Corporate Desktop from Whatever Device is Most Convenient at the Time

Prediction #4 – You Will Switch Back and Forth Between Work and Personal Desktops on the Same Device, Without Thinking Twice

Prediction #5 – You Will Never Complain About Your PC Being Too Slow Again

The initial delivery of Project Independence, including the new Xen client hypervisor optimized for Intel® vPro™ technology, is planned for the second half of 2009.

Citrix Online Wins Multiple Awards

Citrix Online, a division of Citrix Systems, Inc., started off the new year with a flourish by capturing four product of the year awards for its Web-based services, Citrix® GoToMeeting®, Citrix GoToWebinar™ and Citrix GoToAssist® Express.

GoToMeeting 4.0 was named 2008 Product of the Year by *Internet Telephony Magazine* based on its contributions to the development of the IP communications industry. *Customer Interaction Solutions* magazine honored GoToMeeting, GoToWebinar and the new GoToAssist Express solution for enhancing the user experience and delivering high return on investment for the call center, customer relationship marketing (CRM) and teleservices industries.

1Vault Networks Successfully Completes Type II SAS 70 Audit

1Vault Networks (www.1vault.net), a state-of-the-art, Category 5 hurricane-rated data colocation facility in Fort Lauderdale, has announced it has met the rigorous requirements for the Statement of Auditing Standards No. 70 (SAS 70) and has achieved the highly-sought-after SAS 70 Type II certification. SAS70 Solutions, a nationally recognized independent auditing firm, performed the extensive audit, covering April 15 to October 15, 2008.

SAS 70 is an acronym for the American Institute of Certified Public Accountants (AICPA) Statement on Auditing Standards (SAS) No. 70 titled "Reports on the Processing of Transactions by Service Organizations". SAS No. 70 defines the professional standards used by a service auditor to assess the internal controls of a service organization and issue a service auditor's report.

Broward General Medical Center Receives American Stroke Association Award

Broward General Medical Center has received the American Stroke Association's Get With The GuidelinesSM-Stroke (GWTG-Stroke) Silver Performance Achievement Award. The award recognizes Broward General Medical Center's commitment and success in implementing a higher standard of stroke care by ensuring that stroke patients receive treatment according to nationally accepted standards and recommendations.

To receive the GWTG-Stroke Silver Performance Achievement Award, Broward General Medical Center consistently complied with the requirements in the GWTG-Stroke program for at least one year. This twelve-month evaluation period is the second in an ongoing self-evaluation by the hospital to continually reach the 85 percent compliance level needed to sustain this award.

Colliers Abood Wood-Fay Hires Senior Vice President & Partner

Colliers Abood Wood-Fay has announced that Wayne S. Schuchts recently joined the firm as Senior Vice President & Partner. Mr. Schuchts focuses on corporate clients specializing in the industrial market. He represents both building owners and tenants, providing extensive experience and positive leadership to clients who share a passion for exceptional results and excellence. During the past 25 years, Mr. Schuchts has negotiated over 500 transactions, comprising over one billion transactional dollars. Prior to joining Colliers Abood Wood-Fay, Mr. Schuchts was a Senior Vice President for Jones Lang LaSalle.

Big Chef Wins Free Advice from American Express Program

American Express has selected Big Chef for a sponsored mentorship program that pairs owner Rosana Santos with a "culinary advisor" to help her make changes and improve her operations. The program is part of American Express' OPEN campaign. In 2006 Santos applied and was selected as a finalist for "Make Mine a Million \$ Business," an AMEX project to help women business owners reach the million-dollar mark. "The purpose of OPENForum is to provide small business owners with practical, actionable information and insights about how to better run a business," said Rosa Alfonso of American Express OPEN.

Other Briefs/News

Home Diagnostics Named to "200 Best Small Companies" List

Fort Lauderdale-based Home Diagnostics, Inc. (HDI), a leading manufacturer and marketer of diabetes testing supplies, has been named one of Forbes magazine's "200 Best Small Companies." Home Diagnostics is one of 37 companies appearing on the Forbes list for the first time this year. In order to qualify a company must have had sales between \$5 million and \$750 million and a stock price of \$5 as of September 29, 2008. Rankings were based on return on equity, sales growth and profit growth over the past twelve months as well as over five years. Forbes also compared each company's stock performance with that of its industry peers.

***Inc.* Magazine to Feature South Florida**

Inc. magazine, one of the nation's premier publications targeting entrepreneurs and small businesses, will be presenting a special "South Florida" section in April 2009. In addition to its monthly magazine, *Inc.* is also well-known for publishing its annual list of the 500 fastest-growing private companies in the U.S. called the "*Inc.* 500." The special April section will highlight South Florida's economy and companies, and coincide with *Inc.* magazine's 30th anniversary edition.

For information about advertising opportunities in the special edition, please contact Mark Anderson, Southeastern Regional Manager, *Inc.* magazine. Mark can be reached at 404-264-8989 or via email at manderson@inc.com.

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida Events:

Dubai International Boat Show 2009

March 3-7, 2009
Dubai, United Arab Emirates

Florida Pavilion at Moscow International Boat Show

April 9-12, 2009
Moscow, Russia

Logistics Guangzhou 2009

May 20-22, 2009
Guangzhou, China

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, please visit

<http://eflorida.com/Events.aspx>

Florida Redevelopment Association - South Florida Regional Meeting

February 20, 8:00 a.m. to 11:00 a.m.
Hilton Deerfield Beach, 100 Fairway Drive, Deerfield Beach

For more information or to register, please email Jan Piland at jpiland@flcities.com or call 805-701-3622 by February 16th.

South Florida Regional Transportation Authority 2009 Transportation Summit - "On the Right Track to Economic Recovery & Prosperity"

February 21, 8:30 a.m. to 12:30 p.m.
Broward County Convention Center, 1950 Eisenhower Blvd., Fort Lauderdale

Features an important discussion with national, state and local leaders concerning public transportation's role in creating a better South Florida. For more information, please visit www.sfrta.fl.gov/summit/.

Broward Alliance Calendar of Events

South Florida International Meeting

Thursday, February 5th, 8:30 a.m.
Location: Central Broward Regional Park, Field House, 2nd Floor Conference Room, 3700 NW 11th Place, Lauderhill
For more information, please contact Kathleen Weekes at 954-627-0132 or at kweekes@browardalliance.org

Entrepreneur Council Meeting

Wednesday, March 11, 8:00 a.m.
Location: Tower Club, 100 SE 3rd Ave # 28, Fort Lauderdale
For more information, please contact Kathleen Weekes at 954-627-0132 or at kweekes@browardalliance.org

Corporate Council Meeting

Wednesday, March 18, 9:00 a.m.
Location: TBA
For more information, please contact Helen Kulp at 954-627-0131 or at hkulp@browardalliance.org.

Leadership Council Meeting

Wednesday, March 25, 8:00 a.m.

Location: TBA

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

Governor Council Meeting

Tuesday, March 31, 8:00 a.m.

Location: TBA

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