



### **President's Letter from the Alliance**

» A very special thank you to all our members, partners and guests who attended the Alliance's Mid-Year Meeting on Thursday. I want to especially thank Broward County Mayor Sue Gunzburger and Broward County Commissioners Dale Holness, Chip LaMarca, Barbara Sharief and Lois Wexler for attending. Their support of the Alliance, along with that of the other Commissioners, in helping us to create jobs in Broward County is so very important and appreciated. I also want to thank the more than 40 Alliance board members for attending and CEO Council members Rick Case, Kathryn Dinkin, Ray Ferrero, Rex Kirby, Tom Miller, Scott Verner and Ben Wesley for their attendance and support. It is because of the support of our CEO Council that our headquarters marketing and attraction initiative is really paying off.

» **Alliance Chairman David Armstrong** was very pleased to introduce executives with London-based Private Jet Charter, one of the world's largest independent private jet charter brokers and consultants, at the meeting. The company has just announced that it has chosen to establish its North American regional office in Fort Lauderdale to serve as its charter hub for the United States and Canada. Joining us at the meeting, from London, were Private Jet Charter's Managing Director Hugh Courtenay and his wife Wendy along with senior company officials Shaun Elliott and Dan Hurley. We also had another special guest from a company that the Alliance assisted in bringing new jobs to Broward County. Larry Williams, CEO of BRS Aerospace, was introduced as a new manufacturer in Pompano Beach. BRS has already hired 190 employees at their new parachute manufacturing plant and plans eventually to hire 400. Please join us in welcoming both of these new companies to Broward County.

» Our keynote speaker was the new Enterprise Florida President and CEO Gray Swoope, who leads Florida's economic development initiatives at the state level. He captivated the audience as he outlined his priorities and plans for Florida and how the state and its communities can attract new companies and jobs to Florida. In his description of the key strategies for economic development success, Gray emphasized the importance of a streamlined process based on the needs of the business client and keeping the client's needs first and foremost — as would any successful sales organization. The process should start with an unambiguous lead point of contact responsible for managing the project. He also stressed the importance of public/private partnerships, such as the Alliance working with Broward County and our Partner Council, made up of government and strategic partners, as a cohesive team delivering high wage, high value jobs to the state.

Prior to the meeting, Gray attended the President's Reception at the Broward Center for the Performing Arts. He was a guest of **Kelly Shanley, the CEO of the Center**, as it celebrates its 20th anniversary. Our thanks to **Capt. Andy Edelstein and the Port Everglades Harbor Pilots and Port Director Phil Allen** for taking Gray on a waterside tour of Port Everglades – showing him firsthand the exciting growth plans and needed infrastructure to maintain Port Everglades' national reputation as a leading port and economic engine. Gray complimented Broward County on these two important economic development drivers and the many other areas in which the county excels. He said he looks forward to working with the Alliance to grow new jobs in Broward County.

Gray brings more than 25 years of economic development experience to his new position. Most recently, he worked for seven years as Governor Haley Barbour's Executive Director of the Mississippi Development Authority. Some of his accomplishments include the recruitment of companies such as Toyota, GE Aviation and PACCAR, a global technology leader in the design and manufacture of trucks like Kenworth and Peterbilt — a combined impact of 46,000 jobs and \$12 billion in investment in the state of Mississippi.

» **Chairman Armstrong** highlighted the Alliance's results for the past six months. We currently have 98 active projects in the pipeline and 17 announced projects for the first half of the year, which resulted in over 300 direct high skill, high wage jobs and more than \$12 million in new capital investments. More exciting project announcements are forthcoming. Numerous other successes of the first six months of our fiscal year were also included in the event program report including the launch of our well-received "Life. Less Taxing." advertising campaign. Please contact our office if you would like a copy of the event program and report sent to you.

» **Jarett Levan, President/CEO, BankAtlantic & Alliance Board member** has been appointed by the Alliance as its representative on the Broward Cultural Council. We appreciate **Mayor Gunzburger's leadership** and advocacy in adding an Alliance representative to the 24-member Council, an advisory board of the Broward County Commission which was created in 1980. The Council is dedicated to enhancing the Broward community through the development of the arts.

Strong cultural amenities are vital for our attractiveness as a business location and the creative industries are a key economic driver for our community. As the central coordinating agency for the arts, it serves as an important liaison between the private sector, government agencies and cultural organizations. With his background as Steering Committee Chair of the 2020 Broward County Community Cultural Plan and his passion for the arts and culture, Jarett will do an outstanding job on the Council. Thank you, Jarett, for your service in this important role!

» Congratulations to Alliance CEO Council Managing Director Robin Ronne, who has been selected to serve as a member of the CoreNet Global board of directors. CoreNet Global is the world's leading professional association for corporate real estate and workplace executives, service providers and economic developers. Robin, who served last year on the CoreNet Global Finance Committee, is a longtime member of the 7,000+ member international association. He has maintained extensive involvement in a range of organizational priorities and activities, including co-authoring a feature article in the May 2011 edition of the LEADER Magazine, CoreNet Global's professional journal and official publication. Robin also serves on the LEADER's Editorial Advisory Committee.

I received more comments and eMails after Thursday's event than ever before from Members expressing their thanks for the great business connections and business opportunities they gained during our Mid-Year Meeting. There is nothing more rewarding, for me or the Alliance team, than connecting our members. My special thanks to **Gail Bulfin, Liz Taschereau and the entire Alliance Team for a fantastic event.**

To all our members, as always, I'd like to say we truly appreciate your support and participation in helping to grow our Greater Fort Lauderdale/Broward County economy. There has never been a more important time for the work that we do, as a team of volunteers and staff, to create new job opportunities in our community, nor has there ever been a more vital time to be a member of our organization. Please invite anyone you know who is not a member to call Gail Bulfin, Vice President — Membership Development at 954-627-0127 to find out how to join the Team.

Important upcoming dates are:

**Hispanic Unity of Florida Entrepreneur Summit and Awards Luncheon**

Tuesday, May 10, 2011 8:00 a.m. - 2:00 p.m.

Location: Hyatt Bonaventure Resort and Spa, 250 Racquet Club Road, Weston

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

**EDC's Annual Life Sciences Conference**

Wednesday, May 11, 2011 6:30 a.m. to 6:00 p.m.

Location: Florida Atlantic University, Live Oak Pavillion, 777 Glades Road, Boca Raton

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

**Broward Business Leadership Network: Sixth Annual Career Fair and Expo**

Wednesday, May 11, 2011 8:00 a.m. - 4:00 p.m.

Location: Nova Southeastern University, Carl DeSantis Building, 3301 College Avenue, Davie

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

**Alliance Annual Meeting** — Thursday, October 13, 2011, 6:00 p.m.

For more information, go to [www.gflalliance.org](http://www.gflalliance.org)

All the Best - *Bob Swindell*

**THE ALLIANCE: PARTNERSHIP FOR ECONOMIC GROWTH**

Broward County's Official Economic Development Partnership

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