



Photo by Ken Henson – ken@whitehotmedia.com

The Alliance E-Newsletter December 30, 2010

Top Stories

Alliance Announces New National/International 'Life. Less Taxing.' Advertising Campaign

After defining the requirements for a successful branding and business marketing campaign for Broward County with leading site location industry consultants, the Greater Fort Lauderdale Alliance has launched a new brand and national/international advertising campaign.

"The CEO Council of the Alliance began this effort nearly two years ago to determine how to most effectively market Broward County for headquarters recruitment," explained Ray Ferrero, Jr., Chairman of the Alliance's CEO Council. "It became clear from industry consultants that in our county, Greater Fort Lauderdale had the greatest name and place recognition nationally and internationally over any other name we could market. Our Greater Fort Lauderdale Convention & Visitors Bureau was a tremendous booster for Broward County's name recognition as Greater Fort Lauderdale over the last decade and we needed to capitalize on that."

"Our firm's extensive research for the Alliance regarding headquarters recruitment clearly defined two key and critical attributes for a Greater Fort Lauderdale location – lifestyle and

one of the most competitive tax climates in America,” said Del Boyette, President of Boyette Strategic Advisors. “The Tax Foundation’s Annual State Business Tax Climate Index has ranked the state of Florida fifth in the nation for ‘tax-friendliness’ to business for the last six years and number one with no state personal income tax.”

Based upon these two key, critical attributes, Zimmerman Advertising, the Alliance’s agency of record, then created the new campaign entitled ‘Life. Less Taxing.’ “Relocating to the Greater Fort Lauderdale area for the sunshine and the international trade were obvious. No state personal income tax is the unexpected surprise,” said Zev Auerbach, Executive Creative Director for Zimmerman.

“Clearly we have the resources in place through our CEO Council to fully execute this campaign and we look forward to firmly establishing the Greater Fort Lauderdale and ‘Life. Less Taxing.’ brands in the marketplace,” said Bob Swindell, President and CEO of the Alliance. “No tagline could better describe our location as an outstanding choice for business to relocate or expand. We know it will resonate extremely well with companies who are looking for an outstanding business climate, low taxes and a wonderful quality of life for their employees. In addition to thanking Zimmerman Advertising for their work on this project, I want to express appreciation for the background foundational work done by our past chairs, Kathy Koch, President of Ambit Advertising and Public Relations and Peggy Nordeen, CEO of Starmark International. We also appreciate the long standing, strong working relationship and support of the Alliance by the Broward County Board of County Commissioners and county staff.”

New Trade Study Reveals Exciting News for Florida

The Florida Chamber Foundation released its highly anticipated Florida Trade and Logistics Study which identified job creation potential of 143,000 jobs. The study was commissioned by the Foundation in partnership with Florida Department of Transportation and other public and private organizations.

The Florida Chamber put a stake in the ground earlier this year calling for the doubling of Florida-origin exports in five years and achieving economic diversification. The study shows that Florida can emerge from a trailing position to become the leader for a new economy. It assessed the statewide multimodal transportation assets and makes recommendations aligning these assets with the projections of increased freight movement both domestically and globally.

“This comprehensive study highlights the importance of investing in Florida’s trade and logistics future,” said Al Stimac, President of the Manufacturer’s Association of Florida. “This investment is essential to Florida becoming a major global competitor and job creator and fits fully in Governor-elect Scott’s 7-7-7 Plan.” To read the entire story, please [click here](#).

Broward Commissioner Heads to Trinidad and Tobago On Trade Mission

Broward County Commissioner Dale V.C. Holness led a business delegation of more than 20 people to Trinidad and Tobago on a trade mission on December 16, to encourage trade and develop profitable business relationships with the Caribbean nation.

Commissioner Holness has met twice with Republic of Trinidad and Tobago Prime Minister Kamla Persad Bissessar during prior visits to South Florida.

"They are the wealthiest Caribbean nation in terms of per capita income. Trinidad companies already do business with our airport and Port Everglades," said Commissioner Holness. "There are key business opportunities in areas such as alternate energy and wholesale items that Broward County can benefit from."

Trinidad and Tobago are ranked 22nd among Florida's top 50 merchandise trading partners with total trade valued at an estimated \$1.4 billion in 2009. Exports from South Florida to the twin island nation totaled \$877 million last year.

Economic development and expanding international trade was a focal point of Commissioner Holness' campaign when elected to represent the residents of District 9 in Central Broward County.

Crowley Expands Terminal Complex at Port Everglades

Crowley Liner Services is expanding at Port Everglades with a new 10-year terminal lease that calls for additional acreage and increased container guarantees. The Broward County Commission, the governing board for Port Everglades, recently approved the new lease.

"Crowley Liner Services is a success story for the Southport area, which was expanded in 1997 when Broward County purchased additional acreage for container handling," says Port Everglades Director Phil Allen. "Crowley was the first containerized cargo operator in Southport and has since expanded three times since coming to Port Everglades in January 1990."

The terms of the new lease call for increasing Crowley's terminal from 68.2 to 80 acres. Guaranteed container moves will begin at 110,000 in 2011, increase to 112,000 in 2012, and increase by 1,000 annually thereafter on each January 1st through 2020.

"Crowley is extremely pleased with the unanimous approval of the Broward County Commission on the new ten-year agreement with two five-year options for their Port Everglades Terminal operation. It is the favorable business climate in Broward and Port Everglades which has allowed Crowley to triple their business volume through this port over the last 20 years. The new agreement provides fertile ground for more expansion and new business development," said Michael Hopkins, Vice President of Operations, Crowley Latin America Services.

Crowley operates the largest container terminal in Port Everglades and the company's economic impact through the Port could increase by 9 percent over the remaining term of this agreement, based on the increase in guaranteed volumes alone. The economic impact resulting from Crowley's activity at Port Everglades is estimated to support 31,983 jobs and generate personal income of \$1.1 billion, plus state and local taxes of approximately \$80.1 million. These impact estimates are based on the Port Everglades Economic Impacts Model developed by Martin Associates as part of the 2006 Port Everglades Master/Vision Plan.

Port Everglades is one of the nation's leading container ports and a trade gateway to Latin America and the Caribbean.

Best Selling Author and Economic Development Expert Comes to South Florida

Richard Florida, author of *The Great Reset*, addressed issues to insure economic success and ways in which South Florida can seize opportunities to restructure its economy and job market in a speech in Fort Lauderdale on December 2. His presentation at Nova Southeastern University simplified a complex issue regarding our current economic downturn and its relationship to other significant downturns in our country's history.

Dr. George L. Hanbury II, President of Nova Southeastern University, said he was honored to host such a prominent intellectual at NSU. "Richard Florida truly is a knowledgeable, resourceful and well-respected person in the field of economic development. His in-depth analysis is accurate and enlightening and his concept of a 'creative class' is right on target. It's no surprise that his professional title has the word 'Creativity' in it."

"Florida's correlation of past and present economic downturns was intuitive and inspiring," said Bob Swindell, President and CEO of the Greater Fort Lauderdale Alliance, one of the event sponsors along with Nova Southeastern University, the Community Foundation of Broward County and other local organizations. "He stated that although the road to recovery will be a long one after the current downturn, he convincingly argued that our economy can come out stronger, when we've brought about significant economic transformation, including finding new things to produce and new ways to produce them."

Mary Becht, Director of the Broward County Cultural Division, said that Florida's description of the five characteristics needed to make a great place were extremely accurate, and that South Florida has many of those characteristics. They are physical security, economic opportunity, a compelling vision by the leaders of a region, openness and aesthetical factors. "We have these characteristics, and because we are such a diverse cultural hub, we have a very unique asset in Broward County and South Florida. We have an opportunity to welcome people from a number of various cultures and backgrounds in a way that attracts creative people to our community. They will be the innovative employees of the future who will make our companies and region strong."

"Richard Florida's presentation on *The Great Reset* was timely and applicable as we look for new ways to support arts and culture, and the creative industries here in Broward County. I would encourage all patrons and supporters of the arts to read his books," added Jarett Levan, President/CEO of BankAtlantic and Steering Committee Chair of the CreativeBroward 2020 Community Cultural Plan.

The presentation was followed with a book signing. To view a video from the event, please visit <http://tinyurl.com/richardflorida>. To view photos, please visit <http://www.flickr.com/photos/gflalliance/sets/72157625430708341/>.

Florida Atlantic Research & Development Authority Hires new President & CEO

The Florida Atlantic Research & Development Authority (FARDA) hired Mr. Andrew Duffell as President & CEO. Duffell will work with the Board to design and implement a new strategic plan to enhance and highlight FARDA's mission for research, innovation and technological growth in South Florida.

"I am thrilled at our decision to hire Andrew; he completely understands our mission to help our "client" companies in the technology business incubator and research parks," said Michael Daszkal, Chairman, FARDA Board of Directors. "Furthermore, he has significant experience in the area of recruiting new companies which will be beneficial for our parks in Palm Beach and Broward Counties and also understands our purpose to create companies, jobs, and opportunities for FAU faculty and student bodies."

"The Florida Atlantic Research & Development Authority holds tremendous potential to cultivate and grow technology companies that will lead the way to the innovation economy that is being developed in South Florida, and I am honored to be part of its future," said Duffell.

Education & Workforce Development

Broward County Public Schools High Schools Make Jump in State Grades

The Florida Department of Education recently released school grades for high schools throughout the state. High schools in Broward County showed significant improvement.

Broward exceeded the state average (70.5%) with nearly 75 percent (73.6%) of traditional high schools receiving an A or B grade and 100 percent of traditional high schools receiving an A, B or C grade.

All seven high schools with prior D grades received a C or better grade. Schools with multiple grade improvement include Dillard from a D to a B; Coral Springs from a D to an A, South Plantation from a D to an A; and Western from a C to an A. Overall, 17 high schools increased at least one grade level.

For the first time, this year's high school grades were based on more than the Florida Comprehensive Assessment Test (FCAT). The 2008 Legislature mandated that other factors be in the mix, including graduation rates and participation and passage on Advanced Placement exams. FCAT scores count for 50 percent of the grade; other factors count for the rest.

With the nation focusing on increasing graduation rates, enhancing rigor and preparing students for college readiness and the world of work, Broward County Public Schools (BCPS) has strengthened its high school reform initiatives to meet these new expectations.

"We have continued the emphasis on high rigor for all high schools as evidenced by an Advanced Placement course enrollment five-year increase of 99 percent, including an increase of 148 percent for African American students and an increase of 154 percent for Hispanic students, and our high school graduation rates, in particular the significant Black male increases and male increases," said Broward Schools Superintendent James F. Notter.

"Our teachers and administrators have done an incredible job," said Notter. "I also commend our elementary and middle schools for the excellent foundation work done each day in their classrooms."

Business Briefs and Alliance Member News (Alliance members in bold)

Eight members of the Broward Legislative Delegation were recently appointed to chair or vice chair committee positions for the 2011 State Legislative session. These are: Sen. Nan Rich, Vice Chair of Budget Subcommittee on Health and Human Services Appropriations; Sen. Christopher Smith, Vice Chair of Banking and Insurance; Sen. Elyn Bogdanoff, Chair of Finance and Tax Subcommittee; Sen. Jeremy Ring, Chair of Governmental Oversight and Accountability; Sen. Eleanor Sobel, Vice Chair of Health Regulation; Sen. Maria Sachs, Vice Chair of Regulated Industries; Sen. Gwen Margolis, Vice Chairman of the Reapportionment Committee and the Subcommittee on Transportation, Tourism and Economic Development Appropriations; and Sen. Larcenia Bullard, Vice Chairman for the Agriculture Committee and the Education and Pre K-12 Committee. House of Representative members appointed are Rep. Matt Hudson, Chair of Health Care Appropriations Subcommittee, and Rep. Eddy Gonzalez, Vice Chair of Higher Education Appropriations Subcommittee and Health and Human Services Committee. For more information, call the Legislative Delegation at 954-357-6555 or visit www.broward.org/legislative.

Brett White, Chief Executive Officer of **CB Richard Ellis Group, Inc.**, has been selected as Service Company Executive of the Year in Commercial Property Executive's 2010 CPE Executive of the Year Awards. This year's selection marks Mr. White's third time receiving this prestigious award.

Passengers will find new travel options from **Fort Lauderdale-Hollywood (FLL) International Airport** to Chicago O'Hare and Denver International via Continental Airlines in 2011. Beginning February 17 Continental will offer daily flights for Chicago at 11:35 a.m. and

4:35 p.m. and at 5:25 p.m. for Denver.

In October 2010, the Florida Office of Tourism, Trade and Economic Development approved the City of Hollywood's application to become a member of the Broward County Enterprise Zone. An Enterprise Zone is a specific geographic area targeted for economic revitalization. Enterprise Zones encourage economic growth and investment in distressed areas by offering tax advantages and incentives to businesses and residents located within the zone boundaries. There are several enterprise zones within the City of Hollywood which encompass entire areas or specific locations along major corridors and in various neighborhoods. For more information, please [click here](#).

Seatrade Insider, one of the world's foremost cruise industry trade publications, recently named **Port Everglades** "Port of the Year" during the 2010 Seatrade Insider Cruise Awards ceremony at the historic l' Opera House in Nice, France. The awards ceremony marked the opening of the annual Seatrade Med Cruise Convention, which took place this year in nearby Cannes, France.

Stiles and Franklin Resources, Inc. recently jointly announced that they have completed a transaction involving the sale of Stiles' former headquarters, 300 Las Olas Place, a 102,246 square-foot office tower located at 300 SE Second Place in downtown Fort Lauderdale. The buyer, Franklin Templeton Companies, LLC, a subsidiary of Franklin Resources, the global investment management organization known as Franklin Templeton Investments, acquired the property for approximately \$30 million.

Technological University of America (TUA), will be holding open houses on Wednesday, January 5 at 6:00 p.m., Saturday, January 8 at 10:30 a.m. and Wednesday, January 12 at 6:00 p.m. at their campus at 3700 Coconut Creek Parkway in Coconut Creek. The public is invited. For more information, please visit <http://www.tuauniversity.org/index.htm>.

Spotlight on Recently Joined Alliance Members

BankUnited and **Bitner Goodman, Inc.** join the Alliance ranks as **Corporate Council** members.

Partners **Gary Bitner** and **Michael Goodman** head **Bitner Goodman, Inc.**, one of Florida's largest public relations firms, with clients that include the Seminole Tribe of Florida and its Florida casinos, Simon Property Group, Winn-Dixie Stores and Tri-Rail. **Bitner Goodman** has annual revenues of about \$3 million. A resident of Fort Lauderdale since 1959, Gary opened his first advertising and public relations company in 1980, a few short years after he graduated from the University of Florida. He was also a staff writer at the Fort Lauderdale News and worked in the corporate public relations department of Marriott Hotels.

Gerard "Gerry" Litrento is Executive Vice President of business banking with **BankUnited**, the largest bank headquartered in Florida. **BankUnited** currently has \$11 billion in assets and 81 branches in 13 Florida counties. Gerry leads sales and lending activities focused on growing businesses with annual revenues up to \$10 million. He also serves on the board of directors of the **Greater Fort Lauderdale Alliance**.

Welcome new **Entrepreneur Council** members **Colliers International South Florida** and **Greenberg Traurig**.

Colliers International South Florida is the single source provider of comprehensive commercial real estate services to local, regional and international owners, occupiers, investors and lenders with offices in Miami, Fort Lauderdale and West Palm Beach. Both **Robert Listokin**, SIOR, and **Peyton Moore**, MBA, play key roles on our Entrepreneur Council where they can bring their vast knowledge of the real estate community to the table in helping other businesses succeed in Broward County. Robert is the Senior Vice President of **Colliers International South Florida** and, in his 20+ year career has leased or sold millions of square

feet of commercial property with an aggregate value in excess of \$1 billion. Peyton is a Commercial Associate representing landlords and tenants in the leasing, acquisition and disposition of office space in South Florida. He previously served as Director of Investor Relations for the **Broward Alliance**.

Jon Swergold, a Shareholder and commercial litigation specialist, represents the law firm of **Greenberg Traurig** on the Entrepreneur Council. In addition to Jon's many accomplishments as both a plaintiff's and defendant's counsel, he is a member of the United State Navy's Judge Advocate General's Corps, having formerly served as a Lieutenant Commander in the U.S. Naval Reserve. **Greenberg Traurig** has law offices in every major U.S. financial center, key U.S. growth states and in leading centers of business and finance in Europe. The Fort Lauderdale location opened in 1985 with three attorneys and now boasts over 50 attorneys who are active in both their legal fields and in the community at large.

[Spotlight On:](#)

Blue Cross Blue Shield, one of our leading Governor Council member organizations.

Blue Cross and Blue Shield of Florida (BCBSF) can trace its roots back to 1944 as a leader in Florida's health industry. **BCBSF** and its subsidiaries serve more than 8.3 million people. They are represented on the Alliance by **Penny Shaffer**, Market President, South Florida, and **Douglas Bartel**, Senior Manager Public Affairs.

Penny is responsible for the **BCBSF** business operations in Broward, Martin, Miami-Dade, Monroe, Palm Beach, St Lucie, Okeechobee and Indian River counties. She has held leadership positions with various charitable and professional organizations and is currently an active member of, among others, the Orange Bowl Committee, American Red Cross of Greater Miami & the Keys, the **Greater Fort Lauderdale Alliance** and the Beacon Council. Penny has a Ph.D. in International Business Administration from Kennedy-Western University and an International Executive M.B.A. from Fordham University's program conducted in Dublin, Ireland.

Doug has been with **BCBSF** since 2006 and is involved in their strategy to increase the company's local impact through its affordable health solutions and outreach. He is a two-time Emmy-award winning journalist who spent nearly 15 years in television broadcast news as a reporter, producer and executive producer.

The Alliance welcomes our new members and thanks our legacy member organizations. Together we will shape Broward's growing business climate!

[Upcoming Economic Development Meetings, Missions & Events](#)

[Enterprise Florida Events:](#)

[International Marina & Boatyard Conference \(IMBC\)](#)

January 26-28, 2011

Fort Lauderdale

Event Type: International Trade and Investment

Industry Sector: Marine

[Arab Health Trade Show](#)

January 24-27, 2011

Dubai, United Arab Emirates

Event Type: International Trade and Investment

Industry Sector: Life Sciences

[AACCLA's Outlook on the Americas Briefing](#)

February 3, 2011

Miami

Event Type: International Trade and Investment
Industry Sector: Various

Export Sales Mission to Dominican Republic

February 13-16, 2011
Santo Domingo
Event Type: International Trade and Investment
Industry Sector: Various

ChemTech World Expo 2011

February 23-26, 2011
Mumbai, India
Event Type: International Trade and Investment
Industry Sector: Clean Energy

Africa Export Sales Mission

March 1, 2011
Kenya and Rwanda
Event Type: International Trade and Investment
Industry Sector: Various

Dubai International Boat Show 2011

March 1-5, 2011
Dubai, United Arab Emirates
Event Type: International Trade and Investment
Industry Sector: Marine

Sanctuary Cove International Boat Show

May 19-22, 2011
Brisbane, Australia
Event Type: International Trade and Investment
Industry Sector: Marine

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

Other Events:

Naval Sea Systems Command (NAVSEA) Small Business Conference

Explore ways in which small business owners can offer their products and services in support of the Navy's mission
February 1, 2011
Location: Florida International University, Graham Center, 11200 SW 8th Street, Modesto A. Maidique Campus, Miami
For more information or to register, please [click here](#).

BioNetwork East 2011

Key industry biopharma partnering event that provides the essential meeting place for pharma and biotech companies to develop relationships and move programs forward
March 14-16, 2011
Location: Eden Roc Renaissance, Miami
For more information or to register, please [click here](#).

Alliance Calendar of Events

Entrepreneur Council Meeting (by invitation only)

Wednesday, January 12, 2011 8:30 a.m. - 10:00 a.m.

Location: Bank of America, 401 East Las Olas Boulevard, 8th Floor, Fort Lauderdale
For more information, please contact Kathleen Weekes at 954-627-0132 or at kweekes@gflalliance.org.

Partner Council Meeting (by invitation only)

Thursday, January 13, 2011 8:30 a.m. - 10:00 a.m.

Location: City of Fort Lauderdale, 100 N. Andrews Avenue, Fort Lauderdale
For more information, please contact Helen Kulp at 954-627-0131 or at hkulp@gflalliance.org.

Corporate Council Meeting (by invitation only)

Wednesday, January 19, 2011 8:30 a.m. - 10:00 a.m.

Location: Stearns Weaver Miller Weissler Alhadeff & Sitterson, P.A., 200 East Las Olas Blvd.
Penthouse A (21st Floor), Fort Lauderdale, FL
For more information, please contact Helen Kulp at 954-627-0131 or at hkulp@gflalliance.org.

Governor Council Meeting (by invitation only)

Tuesday, January 25, 2011 8:00 a.m. - 9:30 a.m.

Location: Greater Fort Lauderdale Alliance, 110 E. Broward Blvd., Suite 1990, Fort Lauderdale
For more information, please contact Liz Taschereau at 954-627-0133 or at lizt@gflalliance.org.

Leadership Council Meeting (by invitation only)

Wednesday, January 26, 2011 8:00 a.m. - 9:30 a.m.

Location: Broward General: Lillian Wells Women's Center
1600 S. Andrews Avenue, Fort Lauderdale
For more information, please contact Liz Taschereau at 954-627-0133 or at lizt@gflalliance.org.

Alliance Council Connect (For members only)

Tuesday, February 1, 2011 5:30 – 7:30 p.m.

Location: The Sales Institute, H. Wayne Huizenga School of Business and Entrepreneurship,
Nova Southeastern University, Carl DeSantis Building, 3301 College Avenue, Fort Lauderdale
For more information and to register, please [click here](#).

Alliance Breakfast Media Panel (Seating Limited - Members Only)

Friday, February 25, 2011 7:15 – 8:30 a.m.

Location: The Tower Club, 100 Southeast Third Avenue, One Financial Plaza, Fort Lauderdale
For more information, please [click here](#).

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

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

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

THE ALLIANCE: *PARTNERSHIP FOR ECONOMIC GROWTH*

Broward County's Official Economic Development Partnership

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