

greater Fort Lauderdale Broward Economic Development alliance



**The Alliance E-Newsletter
March 30, 2010**

Top Stories

South Florida Companies Benefit from New \$450 Million Mezzanine Fund

Two South Florida companies are the first to receive a financial infusion from a new private venture capital fund created to loan to businesses within the state.

On March 11, at an event emceed by Alliance Interim President and CEO Bob Swindell, Florida's Attorney General Bill McCollum and Lieutenant Governor Jeff Kottkamp were in Broward County to celebrate the creation of the \$450 million Florida Mezzanine Fund, which, Attorney General Bill McCollum said, can play a crucial role in helping the state's young companies grow and diversify the state's economy.

Hollywood-based Great HealthWorks, one of the first recipients of loans from the fund, plans to add 200 jobs by 2011 thanks to the infusion, founder and CEO Ken Meares said. The company, which has 85 employees and makes highly concentrated omega-3 pills, recently moved from 9,000 square feet into a 39,000 square foot facility in Hollywood, he noted. Miami-based Association Financial Services also received a loan. "Access to capital, quite simply, means jobs," said Swindell. "I hear every day, talking to businesspeople, that access to capital is their biggest challenge."

(Source: South Florida Business Journal)

Port Everglades Breaks World Record With More Than 52,000 Cruise Guests In A Single Day

Port Everglades broke its own world record again, when more than 52,000 cruise guests sailed in and out of Port Everglades on Saturday, March 20, 2010, at the start of the spring vacation season. The last world record was set on Saturday, January 3, 2009, when 49,234 passengers sailed in and out of the South Florida cruise port in a single day.

"We have come close to breaking our own world record several times this year alone since the arrival of Royal Caribbean International's *Oasis of the Seas* in November, but on March 20 we far exceeded those numbers with nine ships sailing on the same day and at least 52,000 cruise guests either anticipating or returning from a sunny spring vacation," said Port Everglades Director Phil Allen. "The good news is that we have had a lot of practice at handling such a high volume of travelers and were up to the challenge. As our motto says, 'We're ready. Bring it on.'" To read the entire story, please [click here](#).

South Florida Economic Development Brochure and Video Now Available in Five Languages

A marketing brochure and video touting Broward, Miami-Dade and Palm Beach Counties as a choice location for business is now available in five languages. The *South Florida: Your Global Business Connection* program was first launched in 2007 as a joint effort of The Broward Alliance, Miami-Dade Beacon Council, Business Development Board of Palm Beach County and Enterprise Florida, and was targeted to attracting and growing Canadian companies in South Florida. The program was later expanded to attract companies from countries in Europe. It was the first-ever regional initiative promoting South Florida as one geographic brand. To view the videos in English, French, German, Italian or Spanish, please [click here](#).

Citizens for Lower Taxes and a Stronger Economy Launches Web Video opposing Amendment 4

Citizens for Lower Taxes and a Stronger Economy have stepped up its campaign against Amendment 4, launching a web video on St. Pete Beach - the first community in Florida to adopt a local version of the proposed constitutional amendment. The video can be viewed online at www.florida2010.org.

"St. Pete Beach is proof positive that Amendment 4 doesn't work," said Ryan Houck, executive director of Citizens for Lower Taxes and a Stronger Economy. "This idea has led to higher property tax rates, fewer jobs and endless litigation in St. Pete Beach. It's the last thing Florida needs in the midst of a recession." To read the entire story, please [click here](#).

Inc. Magazine Seeks Fastest Growing Private Companies to Apply for Inc. 500/5000 Awards

Get the attention your company deserves! The Greater Fort Lauderdale/Broward Economic Development Alliance is proud to be joining *Inc.* magazine in their search for the fastest-growing private companies in America - the 2010 *Inc.* 500|5000 award.

The *Inc.* 500|5000 ranks companies by overall revenue growth over a three-year period, bringing national and local acclaim to honorees. Each company honored on the *Inc.* 500|5000 list will be profiled on Inc.com, and the top 500 companies will be featured in the September issue of *Inc.* magazine. The *Inc.* 500|5000 is a distinct honor that can be celebrated by your employees and promoted to potential customers, partners and members of the media.

In addition to the nationwide *Inc.* 500|5000 ranking, *Inc.* also compiles "Top Lists" to recognize the top fastest-growing companies in a variety of categories. In previous years, Top Lists have included the fastest-growing companies by metro area and industry, as well as the fastest-growing women-run and minority-run businesses.

If your company has grown at all between 2006 and 2009, we encourage you to [click here](#) to apply now. The deadline is Friday, April 30, 2010. Apply early and you'll be eligible for all monthly *Inc.* drawings for conference registrations. Please feel free to contact *Inc.* at 800-248-0308 if you have any questions.

New Member Campaign in Full Swing

The Alliance's new member campaign, under the leadership of Julie Berry, Stiles Corporation, is moving full steam ahead! An ad featuring fourteen of the Alliance's new members appeared in the February 12th edition of the South Florida Business Journal. Please [click here](#) to view the ad. Members of the Alliance are encouraged to refer potential new members through the Alliance's "Refer-A-Member Incentive Program" and become entered in a drawing for a free 7-day MSC Cruise for two. A number of other benefits are also available for

referring potential members. To make a referral, or with questions about the program, please call/email Elizabeth Taschereau at 954-627-0133 or at LizT@BrowardAlliance.org.

Education & Workforce Development

New Workforce Tools Will Help to Better Serve Job Seekers, Businesses

In their continuous efforts to enhance customer service for Florida's job seekers and businesses, Workforce Florida Inc. and the Agency for Workforce Innovation recently added three new tools that will provide job listings in real time and by geographic region, and help job seekers transfer current skills into new careers.

The three new tools, designed primarily to help workforce professionals better serve job seekers and businesses, are now being used throughout the state's 24 Regional Workforce Boards and 93 One-Stop Career Centers.

"Today's quickly evolving employment and industry landscapes demand innovative solutions, and Florida's workforce system is rising to that challenge," said Chris Hart IV, president and CEO of Workforce Florida. "These new resources will enable job seekers, businesses and stakeholders to take advantage of opportunities to find a job, expand their talent pool and have a more targeted impact on the labor market in their community." To read entire story, please [click here](#).

Saunders Selected FAU's Sixth President

Mary Jane Saunders, Ph.D., has been selected as Florida Atlantic University's sixth president by the university's 13-member Board of Trustees. Saunders has been the provost and senior vice president for academic affairs at Cleveland State University (CSU). She was named interim provost in 2006 and provost in 2007.

"I am humbled and thrilled to be selected as the next president of FAU," said Saunders. "It is such an honor to have the opportunity to lead the university to its next level of excellence, accomplishing great things together with the university community."

Saunders joined CSU in 2003 as director of the Biomedical Health Institute and a professor in the department of biological, geological and environmental sciences. She was founding dean of the College of Science, CSU's second largest college. Prior to arriving at CSU, Saunders was a program officer and deputy division director at the National Science Foundation, director of the Institute of Biomolecular Science at the University of South Florida and an assistant professor in the botany department at Louisiana State University.

Saunders received her Ph.D. in botany from the University of Massachusetts, and she did postdoctoral work at the University of Georgia. She received her master's degree from the University of Massachusetts and bachelor's degree from Boston University.

Saunders succeeds former FAU President Frank T. Brogan, who was named Chancellor of Florida's State University System.

Kaplan Higher Education Launches New Campus

Kaplan Higher Education has opened a new Kaplan College campus in Pembroke Pines. On February 24, the campus began offering three associate degree programs in medical practice management, criminal justice and computer networking technology. The programs are designed to aid students in obtaining the knowledge, technical skills and work habits needed to pursue a wide variety of entry-level positions in their field of study.

The college's 28,000 square foot facility features multiple classrooms, and includes two computer labs, two medical assistant labs, one medical practice management lab, one medical office specialist lab, lecture rooms, the Firearm Training Simulator room that accompanies the criminal justice program and a learning resource center for student research.

Broward School District Awarded Florida Teacher Quality Grant

The Florida Department of Education has awarded a Florida Teacher Quality grant of \$242,185 to Broward County Public Schools. The grant is designed to provide higher education faculty and K-12 teachers access to professional development in one or more of the Next Generation Sunshine State Standards core academic areas of language arts, social studies, fine arts, mathematics and science. The Department of Education grant includes the participation of the Teacher Education Programs at Broward College, Barry University, Florida Atlantic University and Nova Southeastern University. Higher education math and science faculty members will design professional development modules for use at the member institutions of the Broward County Education Consortium and the District. Each higher education institution partner will receive \$27,678 for participating.

Business Briefs and Alliance Member News

(Alliance members in bold)

Broward Health has announced by demonstrating compliance with national standards for health care quality and safety, Broward General Medical Center, Coral Springs Medical Center, Imperial Point Medical Center, North Broward Medical Center, Broward Health Weston, and Broward Health Community Health Services clinics have once again earned accreditation from The Joint Commission. Accreditation is an audit of the actual delivery of critical services and a continuous way of providing insight into the organization's daily operations and systems. Since its founding in 1951, The Joint Commission has been acknowledged as the leader in developing the highest standards for quality and safety in the delivery of health care, and evaluating organization performance based on these standards.

The City of Pompano Beach Community Redevelopment Agency (CRA) recently closed on a \$15 million tax increment financing package that will provide funding for streetscape improvements along Atlantic Boulevard, as well as the beach. Included in the financing is a \$5 million reserve to fund the CRA's potential participation in a beach parking garage near the Pompano Beach Pier. Projects are selected for investment by the CRA for their potential to encourage private investment that otherwise might not occur. CRA projects are funded through Tax Increment Financing, which raises revenues for redevelopment within its districts without raising taxes.

Riverwalk Trust has named longtime Fort Lauderdale civic leader Cindi Hutchinson as its president and chief executive officer. Hutchinson, a Fort Lauderdale city commissioner from 2000 to 2009, will lead the not-for-profit organization's initiatives to bring life to the Riverwalk Park as the vibrant, sustainable heart of Downtown Fort Lauderdale.

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida Events:

Expo Seguridad Mexico 2010

April 20-22

Mexico City, Mexico

Event Type: International Trade and Investment

Industry Sector: Various

Canadian Environmental Conference & Tradeshow (CANECT 2010)

May 3-4

Toronto/Ontario, Canada

Event Type: International Trade and Investment
Industry Sector: Clean Energy

Hospitalar 2010

May 25-28
Sao Paulo, Brazil
Event Type: International Trade and Investment
Industry Sector: Life Sciences

Hemispheric Congress of Latin Chambers

May 26-29
Miami, FL
Event Type: International Trade and Investment
Industry Sector: Various

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

Leadership Business Council - Fort Lauderdale

"New Ways we are Growing Business in Broward County"
Speaker: Peggy Nordeen, Chair of the Greater Fort Lauderdale/Broward Economic Development Alliance
April 9, 2010 7:30 – 9:30 a.m.
For more information and to register, please [click here](#).

Port Everglades Association 2nd Annual Economic Engine Performance Report

April 9, 2010 10:30 a.m.
For information, please contact Celeste Davis at 954-463-2801 or at peasn@portbiz.org.

The PNC Economic Outlook (by invitation only)

Hosted by:
Greater Fort Lauderdale/Broward Economic Development Alliance
The Greater Fort Lauderdale Chamber of Commerce
PNC Bank
April 13, 2010 8:00 – 9:30 a.m.

University of Miami Center for Hemispheric Policy

Fifth Annual Latin America Conference
April 27, 2010 8:00 a.m. - 2:30 p.m.
Intercontinental Hotel, 100 Chopin Plaza, Miami

EDC's 9th Annual Life Science Conference

May 26, 2010 8:00 a.m. - 5:00 p.m.
Nova Southeastern University, 3301 College Avenue, Fort Lauderdale
For more information or to register, please [click here](#).

Alliance Calendar of Events

Governor Council Meeting (by invitation only)

Tuesday, June 22nd 8:00 a.m.
Location: TBA
For more information, please contact Liz Taschereau at 954-627-0133 or at lizt@browardalliance.org.

Leadership Council Meeting (by invitation only)

Wednesday, June 23rd 8:00 a.m.
Location: TBA

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

Partner Council Meeting (by invitation only)

Thursday, April 8th 8:30 a.m.

Location: Westin Diplomat Resort & Spa, Golf location - 501 Diplomat Parkway, Hallandale Beach

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 Alliance.

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

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

greater Fort Lauderdale/Broward Economic Development Alliance

Broward County's Official Economic Development Partnership

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