

greaterFortLauderdale BrowardAlliance



**The Alliance E-Newsletter
May 27, 2010**

Top Stories

Alliance Mid-Year Meeting to be Held June 10, 2010

The Greater Fort Lauderdale/Broward Alliance has announced that its 2010 Mid-Year meeting will be held from 5:30–7:30 p.m. on Thursday, June 10. The event, one of the premier business events of the year, will take place at the Sheraton Fort Lauderdale Airport & Cruise Port Hotel, 1925 Griffin Road, Dania Beach. Eric Silagy, Senior Vice President of Regulatory and State Government Affairs for Florida Power & Light Company will be the special guest speaker. He will be discussing, "Next Era Florida: The Future of Renewable Energy." In addition to presenting information about the exciting progress being made in accelerating job growth and diversifying our economy, the Alliance will also be presenting its "Educational Excellence Builds Business" Faculty Award. To register, please [click here](#). For information on becoming a sponsor, please contact Liz Taschereau at 954-627-0133 or lizt@browardalliance.org.

Wayne Huizenga and Terry Stiles Salute Excellerate Broward Cabinet

The Alliance member development team enjoyed a great surprise Tuesday, May 25, when Wayne Huizenga joined them for lunch and personally thanked them for their contributions in building a stronger Alliance. Wayne joined fellow CEO Council member Terry Stiles for a recognition luncheon held at Yolo in Fort Lauderdale, where members of the Alliance who had referred new members, and the Excellerate Broward Cabinet Team, were honored for their work in growing the Alliance. The team is chaired by Julie Fisher Berry, Stiles Realty. Members include Mark Bennett, Gail Birks, Kevin Bly, Jane Carrie, Steven Hickman, Anthony Jackson, Kathy Koch, Mike Moore, Peggy Nordeen, Andy Pober, Holly Svekis, Adam Uhlan and Bill White.

Also at the luncheon, a drawing was held for a seven day cruise for two on the beautiful MSC Poesia, which was won by Holly Svekis, Director of Advertising for the South Florida Business Journal. The cruise was donated by Rick Sasso, President/CEO of MSC Cruises, to help the Alliance in its efforts to bring in new members to support the work of economic development through the Alliance's "refer a member" program. Alliance Treasurer Gerard Litrento, President and CEO Bob Swindell and Member Services Manager Liz Taschereau also attended. For more information about the "refer a member" program, please call Liz Taschereau at 954-627-0133.

David Coddington Named Vice President - Business Development for the Alliance

David Coddington has been named the new Vice President - Business Development for the

Alliance effective June 1, 2010. He replaces Bob Swindell, who was recently named President and CEO of the Alliance. Most recently, Coddington was Branch Manager and Business Development Manager for ECO Advisers, LLC./REP Associates, a Florida-based environmental services firm specializing in assessment, cause, origin, prevention, and remediation of indoor and outdoor contaminants. Prior to working with ECO Advisers, Coddington was Business Development Manager and Field Operations Manager for Severn Trent Laboratory in Miramar. His other responsibilities have included senior project manager, geologist and environmental scientist with firms in Miami, Jupiter, Hollywood, Melbourne and Los Angeles, CA. He holds B.A. degrees in Geography and International Studies from the University of South Florida. Coddington is a LEED AP (Leadership in Energy and Environmental Design Accredited Professional by the U.S. Green Building Certification Institute) and a member of Building Owners and Managers Association (BOMA) of Fort Lauderdale and Palm Beaches. In his new role, Coddington will be responsible for business attraction, expansion and retention for the Alliance.

Local Multinational Impact Remains Strong

The impact of multinational companies in South Florida remains strong in spite of global recessionary pressures, according to WorldCity's third annual report on the state of South Florida's multinationals. Throughout 2009, the media company focused on the impact of globalization on local communities and conducted research on the multinational corporations located in South Florida. The goal was to better understand their role in the local community and their impact on Latin America, the Caribbean and the rest of the world.

The study revealed that the 1,100-plus multinationals in South Florida oversee more than \$200 billion in annual revenues, locally employ more than 125,000 workers in Miami-Dade, Broward and Palm Beach counties, and oversee close to 600,000 employees worldwide. In comparison to the study findings from last year, these numbers show a slight decrease.

Many of the countries in which the companies are engaged - led by Brazil, but including Colombia, Peru and a number of others - continued to have relatively robust economies. In particular, health care and telecommunications companies fared quite well and, in many cases, continued to have double-digit growth.

"To be sure, the global recession had an impact on the multinationals focused on Latin America, but generally speaking, the impact was indirect as these companies continued to perform well in their region," said WorldCity President Ken Roberts. "Often cutbacks, whether in travel, employees or marketing, were the result of company-wide initiatives rather than the actual performance of the companies in the region." For more information, please [click here](#).

Broward County and City of Pompano Beach Seeking Recovery Zone Facility Bond Applications

The Broward County Board of Commissioners is seeking applications from companies and organizations in Broward County to participate in the federally-sponsored Recovery Zone Facility Bond Program. Broward County has received an allocation of \$61,108,000 for the program. It is intended to stimulate economic activity and support qualified economic development projects in defined "recovery zones" as approved by the Board of Broward County Commissioners, which includes all of Broward County. The application submission deadline is July 7, 2010, at 5:00 p.m.

Additionally, the City Commission of the City of Pompano Beach is seeking applications from qualified businesses/developers in the City of Pompano Beach for the same program. The City of Pompano Beach has received an allocation of \$6,014,000.

For more information regarding the Broward County program, please [click here](#). For

information regarding the City of Pompano Beach program, please [click here](#).

Noelle Stevenson Named Director of Greater Fort Lauderdale/Broward Film Commission

In a move to maximize the success of initiatives to drive film and entertainment business to the destination and create new synergies with tourism, the Broward County Commission has transitioned the Broward Film Commission from the county's Office of Small Business and Economic Development to the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB).

Noelle Stevenson, who has served as Associate Vice President of Boutique Hotels, Film, Fashion & Entertainment for the Greater Miami Convention & Visitors Bureau (GMCVB), has been named the new director of the Greater Fort Lauderdale/Broward Film Commission, effective Monday, May 17, 2010.

"Film, entertainment and tourism are natural partners and we expect beneficial results for all three with this collaboration," said Nicki E. Grossman, president of the Greater Fort Lauderdale Convention & Visitors Bureau.

In addition to overseeing a smooth transition, Stevenson's responsibilities will include marketing and lead development, responding to state leads and proactively engaging past and prospective clients. In addition, she will support legislative efforts relating to increasing state incentives to attract film and production companies, while her day to day activities will focus on permitting and client services. She will also act as liaison with municipalities, parks, county properties, local industry and other organizations.

Prior to her new position, Stevenson had worked with the Greater Miami Convention & Visitors Bureau since 2003, first as Director of Boutique Hotels, Film, Fashion & Entertainment, before being promoted to Associate Vice President in 2008. During this time, her work focused on showcasing the destination as a "location" for the production/film industry. While in Miami, Stevenson served on the Mayor's Film & Fashion Blue Ribbon Task Force and the Beacon Council's Fashion & Lifestyle Committee.

Greater Fort Lauderdale Featured in National Real Estate Publication

Greater Fort Lauderdale and the Alliance have been featured in this month's CoreNet Global Corporate Real Estate *The Leader* magazine. The article is titled, "Southeast: After a Long Winter, Signs of Spring Emerge." The article discusses how companies like Research In Motion, Foxconn Technologies and Kaplan University continue to expand and take advantage of the region's well-educated and tech savvy workforce. Additionally, the article talks about how the education sector in Broward is spurring new growth and how the work of Ray Ferrero, Jr., Chancellor of Nova Southeastern University and Andrew Rosen, CEO of Kaplan, Inc., is helping the Alliance in its efforts to attract corporate headquarters. The article stated that, "Last year, the Greater Ft. Lauderdale/Broward Alliance was instrumental in helping the region attract and retain more than 2,000 jobs and new investments totaling \$139.8 million." *The Leader* is the bi-monthly magazine of the world's largest corporate real estate professional organization.

Education & Workforce Development

Two Broward County Public School District Elementary Schools Honored as Distinguished Title I Schools

Watkins Elementary School in Pembroke Park and Palmview Elementary School in Pompano Beach have each been identified as a 2008/09 Florida Distinguished School.

The recognition of Florida's Title I Distinguished School is being awarded to only 17 schools in

the state. The honor shows the strong commitment of the District and school staff to the highest quality education for all students.

Broward County Public Schools' Dillard Center of the Arts Jazz Ensemble takes Second Place at National Competition in New York

Dillard High School's Center of the Arts jazz ensemble placed second in this year's Essentially Ellington High School Jazz Competition and Festival in New York City.

Dillard was among 15 finalist bands from throughout the country chosen to compete in the nation's most prestigious high school jazz competition. Performing in perhaps the strongest field of bands in the event's history, the Dillard jazz ensemble qualified to become one of three finalist bands.

Led by director Christopher Dorsey, the Dillard jazz band performed with the two other top-placing bands (Foxborough High School jazz band, Foxborough, MA, and Garfield High School jazz band, Seattle, WA) in a final evening sold-out concert and awards ceremony open to the public at Lincoln Center's Avery Fisher Hall featuring the Jazz at Lincoln Center Orchestra with jazz great trumpeter Wynton Marsalis.

28 Broward County Public School District High School Seniors Receive Awards Presented by National Merit Scholarship Corporation

A total of 28 Broward County Public Schools high school seniors received awards presented by the National Merit Scholarship Corporation (NMSC) in 2010. The awards include National Merit \$2,500 Scholarships, corporate-sponsored Merit Scholarships and National Achievement Scholarships. For more information and a list of students who received the awards, please [click here](#).

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

The **Broward County Cultural Division**, The Community Partnership for Arts and Culture (CPAC), and ArtServe, Inc. will be presenting *The Artist as an Entrepreneur Institute (AEI)* for South Florida artists on four Saturdays in June 2010 at ArtServe, Inc., 1350 East Sunrise Blvd. in Fort Lauderdale. For more information, please [click here](#).

CB Richard Ellis (CBRE) has arranged the sale of a ± 43,573 square foot industrial building located at 588 Jim Moran Blvd. in Deerfield Beach. The property was acquired by SHL Realty, LLC for the price of \$2,750,000 or \$63.11-per sq. ft.

Citi has announced the launch of the Communities at Work Fund, a \$200 million fund that will help fuel small business lending in low-wealth and low-income U.S. communities. The Communities at Work Fund will provide financing to both nonprofit and for profit Community Development Financial Institution (CDFI) Loan Funds that will then lend to local businesses in low income communities. The Fund will help sustain and grow U.S. businesses, drive job creation and contribute to the economic recovery of communities that are underserved by traditional financial institutions. For more information about the Communities at Work Fund, please visit www.communitiesatworkfund.com

Condor Airlines has resumed non-stop flights from **Fort Lauderdale-Hollywood International Airport** to Germany. The flights are twice weekly on Tuesday and Friday.

The Florida Green Building Coalition, Inc. (FGBC) has officially certified the **City of Tamarac** as a Green Local Government at the Gold level. Fewer than 13 local governments throughout the state hold the Gold level designation, and Tamarac is one of 3 in South Florida. Tamarac was the first local government in South Florida to be certified as "green" by the FGBC in May

2008.

IDI has sold the four-building Weston Business Center in Weston to RREEF for \$65 million, or approximately \$95 per square foot. The deal totals 687,118 square feet and includes 2915 Weston Road, along with 2925, 2955, and 2965 West Corporate Lakes Blvd. All four buildings are 100 percent occupied. Bradley Gries provided in-house representation for RREEF. David Birdwell and Lawrence Dinner provided in-house representation for IDI.

Memorial Healthcare System has been named **South Florida Business Journal** 2010 Business of the Year. This award recognizes excellence and outstanding performance in the South Florida business community. Memorial was nominated by the City of Hollywood and took top honors in the largest business category (400+ employees).

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida Events:

RepCan 2010

June 14 - 15, 2010

Toronto, Canada

Event Type: International Trade and Investment

Industry Sector: Various

Expo Rebuild Chile Trade Show

June 15 - 17, 2010

Santiago, Chile

Event Type: International Trade and Investment

Industry Sector: Various

Expo Logistica 2010

July 7 - 9, 2010

Mexico D.F., Mexico

Event Type: International Trade and Investment

Industry Sector: Various

Export Sales Mission to Colombia

August 9 - 14, 2010

Bogotá & Cartagena, Colombia

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>.

Small Business Workshop

Sponsored by the City of Plantation

June 1, 2010 3:00 - 5:00 p.m.

Jacaranda Country Club, 9200 W. Broward Blvd., Plantation

To RSVP, contact Elisabeth Bryant at ebryant@plantation.org or 954-585-2373.

Second Venezuela Conference - Politics, Oil and Foreign Policy

June 3, 2010 8:00 a.m. – 1:00 p.m.

Hyatt Regency Coral Gables, 50 Alhambra Plaza, Coral Gables

For information and to register, please contact Patricia Salinas at 305-284-3707.

Health Reform's Solutions for South Florida's Healthcare System

Presented by South Florida Hospital & Healthcare Association

June 3 - 4, 2010
Signature Grand, 6900 State Road 84, Davie
For more information, please [click here](#).

100 Black Men of America Annual Conference

June 16 - 20, 2010
Westin Diplomat Golf Resort and Spa, Hollywood
For more information, please [click here](#).

Outbound Business Development Mission to Lima Peru

Presented by Florida Foreign Trade Association
June 19 - 24, 2010
For information and to register, please [click here](#).

Alliance Calendar of Events

Entrepreneur Council Meeting (by invitation only)

Wednesday, June 9th 8:30 a.m. - 10:00 a.m.
Location: Ramada Hollywood Beach Resort, 101 North Ocean Drive, Hollywood
For more information, please contact Kathleen Weekes at 954-627-0132 or at kweekes@browardalliance.org

Greater Fort Lauderdale/Broward Alliance Mid-Year Meeting and Reception

Thursday, June 10th 5:30 p.m. - 7:30 p.m.
Sheraton Fort Lauderdale Airport & Cruise Port Hotel
1925 Griffin Road, Dania Beach
To register, please [click here](#).
For information on becoming a sponsor, please contact Liz Taschereau at 954-627-0133 or lizt@browardalliance.org.

Corporate Council Meeting (by invitation only)

Wednesday, June 16th 8:30 a.m. - 10:00 a.m.
Location: Kaplan University, 6301 Kaplan University Avenue, Fort Lauderdale
For more information, please contact Helen Kulp at 954-627-0131 or at hkulp@browardalliance.org.

Governor Council Meeting (by invitation only)

Tuesday, June 22nd 8:00 a.m. - 9:30 a.m.
Location: Hyatt Regency Pier Sixty Six, 2301 S.E. 17th Street, Fort Lauderdale
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. - 9:30 a.m.
Location: AutoNation, 200 S.W. 1st Avenue, 15th Floor, Fort Lauderdale
For more information, please contact Liz Taschereau at 954-627-0133 or at lizt@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

110 E. Broward Boulevard, Suite 1990, Fort Lauderdale, FL 33301 • Phone: 954-524-3113, 1-800-741-1420 • Fax: 954-524-3167 • www.browardalliance.org