



Photo by Ken Henson – ken@whitehotmedia.com

The Alliance E-Newsletter
July 28, 2011

Top Stories

Emerson Selects Sunrise for New Latin American Headquarters

Emerson (NYSE: EMR), a diversified global manufacturing and technology company, has selected Sunrise, as the site for its Latin American regional headquarters.

Emerson is initially leasing approximately 18,000 square feet of space in Lake Shore Plaza II, Broward County's first LEED-certified multi-tenant office building, with an option for an additional 9,500 square feet. Located at 1300 Concord Terrace, the building is in the Sawgrass International Corporate Park (near the intersection of I-75 and I-595 and the Sawgrass Expressway).

Emerson will relocate more than 50 people who work for its Latin America corporate office and key businesses that operate in the region, including Emerson Process Management, Emerson Climate Technologies, Emerson Network Power and Emerson Industrial Automation. Currently, these employees are located in St. Louis and other South Florida cities.

"Latin America is a growth market opportunity for Emerson and our U.S.-based executives engage with our customers and our operations throughout Latin America," said Leo Rodriguez, president of Emerson Latin America. "Consolidating our regional headquarters at a single site in South Florida creates cost efficiencies but just as importantly it provides Emerson with access to direct air travel, proximity to a large number of Latin America-related companies and branch offices, an opportunity to enhance collaboration among our businesses, and the availability of a multi-lingual workforce."

"We appreciate the support of Florida Governor Rick Scott, City of Sunrise Mayor Michael Ryan, Greater Fort Lauderdale Alliance CEO Council Chairman Ray Ferrero Jr., and others who made us feel welcomed and realized that an Emerson regional headquarters will bring a positive economic development to the greater Fort Lauderdale area," Rodriguez added.

Emerson has approximately 18,000 employees and 30 manufacturing locations in Latin America. In fiscal 2010, the company posted sales of \$1 billion within Latin America, out of \$21 billion in sales worldwide. Emerson's manufacturing operations in Latin America produced more than \$3 billion worth of finished and unfinished products for export to North America, Asia and Europe.

"Emerson's decision to locate a regional headquarters in Florida in order to better reach their international business partners confirms Florida's position as an essential gateway to Latin America," said Governor Scott. "I am confident our efforts to cut business taxes and burdensome regulation will make Florida the number-one state to start or expand a business, empowering Emerson, as well as other companies, to create jobs here in Florida."

To receive state and local incentives, Emerson has committed to bring 51 high-paying jobs with an average salary in excess of 200 percent of the local Broward County average wage, or \$83,264, along with retaining 25 existing Florida jobs. Emerson also plans to invest approximately \$2.2 million for construction and remodeling of the leased space and for purchase of computer equipment, office furniture, fixtures and other equipment. The offices are expected to be ready for occupancy by the end of the year.

The office of Governor Scott, Enterprise Florida, the City of Sunrise and the Greater Fort Lauderdale Alliance CEO Council worked together to help bring Emerson to Sunrise. Incentives from the State of Florida and the City of Sunrise total \$683,500, and consist of \$357,000 from the Qualified Target Industries Tax Refund Program, along with \$250,000 from the Governor's Quick Action Closing Fund and \$76,500 in a Direct Cash Incentive from the City of Sunrise for the hiring of Sunrise residents.

Sunrise Mayor Michael Ryan said, "We are delighted that leading corporations like Emerson continue to make the City of Sunrise their location of choice. This project exemplifies the dedication of our staff, and the City's commitment to new and expanding business enterprises. We are grateful to Emerson and wish them every success in Sunrise."

Greater Fort Lauderdale Alliance CEO Council Chairman Ray Ferrero Jr. said, "We are pleased to have had the opportunity to work with our partners at the City of Sunrise, Enterprise Florida and the Governor's Office on behalf of Emerson. The CEO Council's mission is to maintain and grow the presence of the more than 150 corporate and international headquarter operations in the Greater Fort Lauderdale/Broward County area that can take advantage of our world class quality of life, transportation access and highly rated business and personal tax climate, and Emerson's decision provides further positive confirmation and ratification of our initiative."

FPL to Begin Offering Discounted Electric Service for New and Expanding Businesses

Florida's Public Service Commission (PSC) has approved modifications to Florida Power & Light Company's electric service rate options, enabling the utility to provide an incentive for businesses to start up, expand or relocate here.

The new economic development rates offer discounted electric service for new or expanding businesses that add a minimum level of new electric load and new jobs, with a higher incentive for businesses that locate in commercial or industrial space that has been vacant for more than six months.

"While FPL's rates are already the lowest in the state and significantly lower than national averages, these new incentives are designed to further help Florida businesses grow and help the state attract new businesses, which, in turn, will spur the economy and create jobs for Floridians," said FPL President and CEO Armando J. Olivera.

New or expanding businesses that add a minimum of 350 kW of new electric load and create at least 10 new jobs per 350 kW of added load by June 1, 2013, can apply for the new economic development rates. After June 1, 2013, businesses wishing to take advantage of the rates will be required to add 25 new jobs per 350 kW of new electric load.

Eligible business customers receive declining discounts on their standard base energy and demand charges over four years: 20 percent in the first year, 15 percent in the second, 10 percent in the third and 5 percent in the fourth.

As an additional incentive to target the re-use of existing vacant property – where the associated electrical equipment is already in place – eligible business customers adding the requisite new load and new jobs in commercial or industrial space that has been vacant for more than six months receive an enhanced level of declining discounts over five rather than four years: 25 percent in the first year, 20 percent in the second, 15 percent in the third, 10 percent in the fourth and 5 percent in the fifth.

The PSC's approval makes the new rates effective immediately. Businesses interested in applying for the rates should e-mail PoweringFlorida@FPL.com for more information. To read more, please [click here](#).

Sun-Sentinel to Feature Broward County Public Schools in Special Section on July 31

Watch for your Sun Sentinel this Sunday to see a special section on excellence in Broward County Public Schools. The special insert, which is being sponsored by Broward College, was a joint project between the Alliance, Broward County Public Schools and Broward College. The special section will be highlighting 28 Broward high schools, including providing "Points of Excellence" and highlighting a senior student from each school. The project is part of the Alliance's "Educational Excellence Builds Business" (E²B²) program.

Alliance Annual Meeting Set for October 13

Please mark your calendar and register now to attend the Alliance's 2011 Annual Meeting! The annual meeting is our most important event of the year, where we present our economic development accomplishments for the fiscal year ending and introduce the community to our new and exciting plans for the upcoming year. This year's dinner event will be held at the Seminole Hard Rock Hotel & Casino in Hollywood on Thursday, October 13 beginning with a reception at 6:00 p.m. For more information or to become a sponsor, please contact Gail Bulfin at 954-627-0127 or at gbulfin@gflalliance.org. To register, please go to www.gflalliance.org and click on the calendar on the home page.

Officials Break Ground for Eller Drive Overpass

Florida Governor Rick Scott and other state and Port Everglades officials participated in the groundbreaking ceremony for the \$42.5 million Eller Drive Overpass project at the Port's entrance on Tuesday, July 12. This was the first step to building an Intermodal Container Transfer Facility to bring freight rail into Port Everglades. Construction of this project is expected to be completed by late 2013.

Alliance Establishes "Port Everglades Advocacy" Action Team

Through our Governor Council, the Alliance has begun steps to implement a "Port Everglades Advocacy" Action Team to help secure necessary state and federal funding for the expansion projects indicated in Broward County's Port Everglades Master Plan. With an expansion plan that includes deepening and widening Port Everglades' waterways, adding five new cargo berths and bringing direct freight rail connections into the Port, the Port will be generating \$320 million in state and local taxes and adding 135,000 jobs to Florida's economy. Their plans will also accommodate the larger ships that will transit the expanded Panama Canal.

Alliance Holds First of Four Countywide Business Forums

The Alliance Partner Council and staff has conducted the first of four countywide series of business assistance meetings, titled "How to get on the Road to Recovery," that will be held between now and September. The first meeting, held in June in Coconut Creek, provided local business owners with information regarding access to capital, procurement opportunities and workforce resources for training and employment. The next meeting will focus on the same topics and will be held on Thursday, August 4 in Pembroke Pines. For more information, please [click here](#).

Alliance Announces New Streamlined Permitting 'Platinum' Cities

Miramar, Coconut Creek and Plantation have joined the cities of Tamarac, Davie, Oakland Park and Fort Lauderdale in passing streamlined development/permitting ordinance/resolutions the Alliance has been encouraging communities to adopt. As a result, each has been named a "Platinum City" by the Alliance. The streamlined permitting process is intended to make the development, permitting and inspections process more business friendly for targeted industry companies looking to relocate or expand.

"The Alliance is pleased to promote these communities as 'Platinum' cities because they have committed to taking what can be a cumbersome process and making it more transparent and client-friendly," said Bob Swindell, Alliance president and CEO. "This is extremely important, especially in a time when we are doing all we can to create new jobs in Broward County." Cities that adopt the new process will be promoted and marketed on the Alliance website (www.gfalliance.org), in Alliance promotional materials, on social media sites and in other ways.

To qualify for streamlined permitting, businesses must be a part of identified targeted industry clusters and hire new employees with salaries at least 15 percent higher than the average wage in Broward County. They must also show that the property is properly zoned, platted and ready for the type of business being proposed.

Steps the communities are taking to streamline the permitting process include pre-development meetings and designating a city staff member as a "concierge" to assist the company through the permitting process. An online permitting system will also allow applicants to review the status of their permits on a real-time basis throughout the process.

Alliance *Economic Sourcebook* Advertising Space Available – Deadline Approaching

The Alliance is again working with the South Florida Business Journal to publish its annual award-winning *Greater Fort Lauderdale/Broward County Economic Sourcebook and Market Profile*. This valuable guide serves as a primary marketing tool to promote the entire Greater Fort Lauderdale/Broward County area. The *Sourcebook* is distributed in a number of ways including to Alliance members, included in national and international marketing kits, available at Chambers of Commerce and Broward County libraries, distributed in the South Florida Business Journal, and can be viewed on the Alliance website. The *Economic Sourcebook* provides Alliance members with an outstanding marketing opportunity. The deadline for reserving space for this year's book is quickly approaching. For additional information, please contact Amy Allen at 954-949-7561 or aallen@bizjournals.com.

Education, Workforce Development and Educational Excellence Builds Business (E²B²)

BCPS Earns "A" Grade from Florida's Department Of Education for the Fourth Consecutive Year

For the fourth consecutive year, Broward County Public Schools has earned the highest grade of 'A' from the Florida Department of Education in the 2010/11 school accountability results under the state's A+ Plan. School grade calculations are based on student performance as measured by the Florida Comprehensive Assessment Test (FCAT) in reading, mathematics, science and writing. For more information and BCPS 2011 highlights, please [click here](#).

Broward County Public Schools Receive Top National Ranking

The Washington Post has named 11 Broward County high schools in its High School Challenge list of top 1,900 public high schools in the nation. Fort Lauderdale (109), Marjory Stoneman Douglas (239), Nova (286), Miramar (355), Cooper City (377), Stranahan (434), J.P. Taravella (511), Flanagan (559), Plantation (747), Coral Springs Charter (1002) and Pembroke Pines Charter (1,130) high schools join an elite group of public high schools nationwide. According to *The Washington Post*, schools on the list represent only 7 percent of schools across the country. Fort Lauderdale High placed top among Broward high schools, with a national ranking of 109 and a state ranking of 24. Of the 30,000 high schools in America, 1,900 made *The Washington Post's* list.

Broward College Receives \$856,860 for "2+2 Pathways to Success" Program

Broward College has earned the distinction of receiving the largest monetary award of all the Florida state colleges in the "2+2 Pathways to Success" program, \$856,860. The decades-old program is a partnership between Florida's universities and state colleges, designed to enable students seeking a bachelor's degree to enroll and complete an associate degree program at a community college first and then transfer seamlessly to a state university. In this partnership model, some universities offer bachelor's and master's programs on the state college campus. In 2010, the state legislature appropriated \$4 million to be shared by the public institutions of higher learning that participate in these partnerships for academic programs offered on state college campuses. An additional \$1 million was allocated for colleges and universities that want to establish new baccalaureate degrees in 2011-2012.

Nova Rated One of Top 20 Colleges Nationwide Committed to Community Service

Nova Southeastern University was rated one of the top 20 colleges in the nation committed to community service by BestCollegesOnline. "It's great to be recognized for all the service we do in the community," said Nova's President George L. Hanbury II, Ph.D. "We participate in a myriad of community service projects ranging from protecting local marine life, to hosting health care assessments to hosting non-profit fundraising walks and runs on our main campus. We are also involved in the community at our seven Student Educational Centers throughout Florida and the Bahamas." In addition, Hanbury said Nova is the only private university that houses Special Olympics on its campus and whose athletes use the college's facilities. In January, Nova also learned it is one of 115 U.S. colleges and universities in the country that earned The Carnegie Foundation for the Advancement of Teaching's 2010 Community Engagement Classification.

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

Colliers International South Florida has been exclusively retained to market the CEMEX Florida surplus real estate portfolio, made up of 34 parcels located around the state ranging in size from one acre to over 450 acres. **Colliers International South Florida** is also pleased to announce the representation of law firm Fowler White Boggs, PA, with 130 attorneys in five offices located in Florida, on their expansion and renewal at the 1200 East Las Olas Himmarshee Landing building in Fort Lauderdale.

Citrix Systems has acquired Cloud.com, a market leading provider of software infrastructure platforms for cloud providers. The company's innovative CloudStack™ product line helps providers of all types deploy and manage simple, cost-effective cloud services that are scalable, secure and open by design.

IBERIABANK, a 124-year-old subsidiary of IBERIABANK Corporation, is pleased to announce Carmen Camacho has joined the Company as Vice President and Business Development Manager for the Fort Lauderdale region.

Memorial Healthcare System opened a new Joe DiMaggio Children's Hospital in Hollywood, a 170,000 square foot, 204 bed facility. **ANF Group, Inc.** was the general contractor on the project.

The American Hospital Association has named Memorial Regional, owned by **Memorial Healthcare System**, the top hospital in the nation for its efforts to improve its medical care. Memorial is the first Florida hospital to receive the annual Quest for Quality award which comes with a \$75,000 stipend.

Miller Construction Company completed a six-week build-out of the new Dos Caminos restaurant located inside the Sheraton Fort Lauderdale Beach Hotel. The Fort Lauderdale space showcases one-of-a-kind works by rising artists, such as photography by Murray Hall and mural overlays and free-flowing graffiti from artist Benedict dos Remedios.

Jeffrey Slade, project executive with **Miller Construction Company**, has received the Construction Association of South Florida's (CASF) 2011 President's Award, recognizing his leadership as a director of the regional organization.

Mink & Mink, Inc., a full service commercial real estate company, is proud to announce the recent signing of an "Exclusive Right to Lease" agreement of 2,682 square foot general/medical office space in Ft. Lauderdale and 1,532 square foot office space at Sheridan Executive Centre in Hollywood.

SourceRight Solutions, a division of **SFN Group, Inc.**, is helping companies foster a ready-made talent pipeline of candidates that can speed time-to-hire and improve the overall quality of new hires through their Talent Communities Solution. It will provide companies with a private, web-based social network that is customized to meet the exclusive needs of the customer, attracting talent through highly interactive, online social communities.

Spotlight on Recently Joined Alliance Members

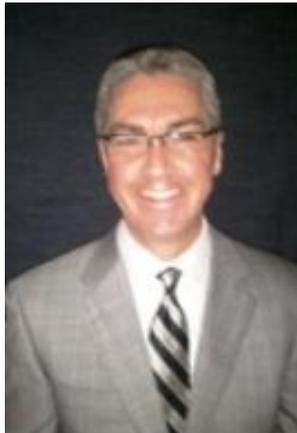
The Greater Fort Lauderdale Alliance is happy to introduce the following new Council members.

Bill Berger and his team from **Greenspoon Marder** join us at the **Leadership Council** level. Bill wears several hats including co-chair of the litigation department, managing shareholder for the firm's three Palm Beach County offices, and business development director in order to grow their firm. And grow they did. Greenspoon Marder, founded in 1981 by Michael Marder and Gerry Greenspoon, can today boast over 85 attorneys in 8 locations across the country. This full service law firm prides itself on customer services and personal relationships, making sure to support community organizations especially in the nonprofit arena. They are consistently found at the top level of some of the most prestigious business publication lists both locally and nationally including, Best Law Firms and Best Lawyers in America, (U.S. News & World

Reports), Florida Super Lawyers (Super Lawyers) and Best Places to Work (South Florida Business Journal).
www.gmlaw.com



Verizon Wireless is now a member at the **Corporate Council** level. **Doug Glenn**, National Accounts Manager, is the point person for the Verizon team which includes **Fred Carque** and **Brian Hess**. Verizon Wireless has over 83,000 employees nationwide and has invested more than \$65 billion since it was formed – \$6 billion on average every year – to increase the coverage and capacity of its nationwide network and to add new services. Doug is an FSU grad but has ties beyond the Seminoles. His daughter is a recent grad from the University of Florida and his son graduated from the U.S. Naval Academy.
www.verizonwireless.com



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

Enterprise Florida Events:

Cannes International Boat Show

September 6 - 11, 2011

Cannes, France

Event Type: International Trade and Investment

Industry Sector: Marine

AFRICANDO 2011

September 15 - 16, 2011

Miami, Florida

Event Type: International Trade and Investment

Industry Sector: Information Technology

Team Florida Business Expo and Trade Mission to Brazil

October 23 - 27, 2011

Sao Paulo, Brazil

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

Other Events:

Business Assistance and Financial Incentive Workshop

Learn about State of Florida funded incentives, resources and job training as well as many tax benefits available under the Enterprise Zone Program. Gain insight from the City of Fort Lauderdale CRA about available incentives and talk to an Enterprise Zone Consultant about how to file your EZ applications.

August 17, 2011 10:00 a.m.

Location: War Memorial Auditorium, 933 NE 9th Street, Fort Lauderdale

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

"How to do Business with Broward County" Workshop Series

Business owners interested in contracting with Broward County can attend free two-hour seminars presented monthly by the Office of Economic and Small Business Development and the Purchasing Division. Learn the secrets of doing business with Broward County government while gaining valuable insight into the County's purchasing process and small business certification programs.

August 18, 2011 3:00 p.m. - 5:00 p.m.

Location: African-American Research Library and Cultural Center, 2650 Sistrunk Blvd., Fort Lauderdale

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

Importing Food Products in Compliance with FDA and U.S. Customs Rules Workshop

The Broward County Office of Economic and Small Business Development, in partnership with Becker & Poliakoff Law Firm, present the annual three-part import/ export workshop series conducted by Peter Quinter, partner, Customs and International Trade Law, Becker & Poliakoff. This series was developed to assist established local business owners in conducting business in the global marketplace. Attendees will learn about obtaining letters of credit, freight forwarding, logistics, and more.

September 21, 2011 8:00 a.m. - 10:00 a.m.

Location: Broward Center for the Performing Arts, Einstein Room, 201 S.W. Fifth Avenue, Fort Lauderdale

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

[Alliance Calendar of Events](#)

Alliance Countywide Business Forum - "How to get on the Road to Recovery"

Thursday, August 4, 2011 6:30 p.m. - 8:30 p.m.

Location: Southwest Focal Point Senior Center, 301 N.W. 103rd Avenue, Pembroke Pines
Please [click here](#) for more information or to RSVP.

Partner Council Meeting (by invitation only)

Thursday, August 11, 2011 8:30 a.m. - 10:00 a.m.

Location: Plantation Preserve Golf Course, 7050 West Broward Boulevard, Plantation

For more information, please contact Helen Kulp at 954-627-0131 or at hkulp@gflalliance.org.

Alliance Countywide Business Forum - "How to get on the Road to Recovery"

Tuesday, September 13, 2011 6:30 p.m. - 8:30 p.m.

Location: City of Hallandale Beach Cultural Community Center, 410 S.E. 3rd Street, Hallandale Beach

Please [click here](#) for more information or to RSVP.

Entrepreneur Council Meeting (by invitation only)

Wednesday, September 14, 2011 8:30 a.m. - 10:00 a.m.

Location: TBD

For more information, please contact Kathleen Weekes at 954-627-0132 or at kweekes@gflalliance.org.

Corporate Council Meeting (by invitation only)

Wednesday, September 21, 2011 8:30 a.m. - 10:00 a.m.

Location: DeVry University, 2300 S.W. 145th Avenue, Miramar

For more information, please contact Helen Kulp at 954-627-0131 or at hkulp@gflalliance.org.

Alliance Countywide Business Forum - "How to get on the Road to Recovery"

Thursday, September 22, 2011 10:00 a.m. - 12:00 p.m.

Location: City of Lauderhill Commission Chamber, 5581 West Oakland Park Boulevard, Lauderhill

Please [click here](#) for more information or to RSVP.

Governor Council Meeting (by invitation only)

Tuesday, September 27, 2011 8:00 a.m. - 9:30 a.m.

Location: TBD

For more information, please contact Gail Bulfin at 954-627-0127 or at gbulfin@gflalliance.org

Leadership Council Meeting (by invitation only)

Wednesday, September 28, 2011 8:00 a.m. - 9:30 a.m.

Location: TBD

For more information, please contact Gail Bulfin at 954-627-0127 or at gbulfin@gflalliance.org

Alliance Annual Meeting

Thursday, October 13, 2011 6:00 p.m. - 9:00 p.m.

Location: Seminole Hard Rock Hotel and Casino, 1 Seminole Way, Hollywood

For more information, please contact Gail Bulfin at 954-627-0127 or at gbulfin@gflalliance.org.

To register, 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

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

www.gflalliance.org

