



Photo by Ken Henson – ken@whitehotmedia.com

**The Alliance E-Newsletter
September 28, 2011**

Top Stories

U.S. Secretary of Commerce to Speak at Alliance Annual Meeting

Rebecca Blank, Acting U.S. Secretary of Commerce will be the keynote speaker at this year's Alliance annual meeting. The meeting 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. As Acting Secretary of the U.S. Department of Commerce, Secretary Blank oversees 12 departments, a budget of \$7.5 billion and a staff of 47,000 employees worldwide. Prior to joining the Department of Commerce, Dr. Blank was the dean of the University of Michigan's Gerald R. Ford School of Public Policy, was a senior fellow at the Brookings Institution and served on President Clinton's Council of Economic Advisors. The U.S. Department of Commerce promotes job creation, economic growth, sustainable development and improved standards of living by working in partnership with businesses, universities, communities and our nation's workers. Department bureaus include the Census Bureau, Patent & Trademark Office, International Trade Administration, Economics & Statistics Administration and NOAA.

The annual meeting is the Alliance's most important event of the year, where the Alliance presents its economic development accomplishments for the fiscal year ending and introduces the community to its exciting plans for the upcoming year. During this year's program, the Alliance will also be premiering its new "Life Less Taxing" television commercial and presenting its annual economic development leadership awards to local community leaders. Sponsors of the event include (Presenting) Patriot National Insurance Group; (Platinum) AutoNation, Nova Southeastern University, South Florida Business Journal; (Gold) Capital Bank, FPL, Greenspoon Marder, Suffolk; (Silver) Citibank, Compass Office Solutions. For more information or to become a sponsor, please contact Gail Bulfin at 954-627-0127 or at gbulfin@gfalliance.org. To register, please go to www.gfalliance.org/annualmeeting.

The Wendy's Company Latin American, Caribbean and South Florida Headquarters Opens in Sunrise

Representatives of the Greater Fort Lauderdale Alliance were pleased to join executives of The Wendy's Company, Ross Realty Investments, City of Sunrise officials and local community leaders at the opening ceremony of The Wendy's Company's Latin American, Caribbean and South Florida headquarters on September 20. The Wendy's Company relocated its Latin American, Caribbean and South Florida headquarters with 50 employees to a new 11,000-square-foot office facility in Sunrise. The facility, located at 1398 SW 160th Avenue, also serves as an executive training center that will accommodate international and out-of-area visitors.



Pictured above (left to right) at The Wendy's Company opening are Alliance CEO Council Chairman Ray Ferrero, Jr.; Lorraine Thomas, Widow to Dave Thomas (original founder and owner of The Wendy's Company); Darrell Van Ligten, President, International, The Wendy's Company; and Michael Ryan, Mayor of Sunrise

Alliance Holds Four Countywide Business Forums

The Alliance Partner Council and Alliance staff recently concluded the presentations of four countywide series of business assistance meetings, titled "How to get on the Road to Recovery." The meetings, attended by businesses from throughout Broward County, were held in Coconut Creek, Hallandale Beach, Lauderhill and Pembroke Pines. Topics included access to capital, procurement opportunities and workforce resources for training and employment. These topics were chosen due to feedback the Alliance had received in business climate surveys regarding those issues of most importance to businesses in Broward County.

U.S. Department of Commerce Export Assistance Center now open at Port Everglades

Francisco J. Sánchez, Under Secretary of International Trade for the U.S. Department of Commerce, told South Florida business leaders in May that the relocation of the U.S. Export Assistance Center to Port Everglades is part of President Barack Obama's National Export Initiative (NEI) and solidifies the federal government's commitment to helping local businesses grow and expand in the global marketplace. "Port Everglades is very important in helping us achieve the President's National Export Initiative (NEI) goal of doubling U.S. exports in five years, supporting several million American jobs," said Sánchez. "America's seaports are crucial to the success of the NEI, and are the nexus between the United States and the global economy."

The launch of the U.S. Export Assistance Center at Port Everglades presented Broward County's economic engines - Port

Everglades, Fort Lauderdale-Hollywood International Airport, Greater Fort Lauderdale Convention & Visitors Bureau, and the Broward County Office of Economic & Small Business Development - with an opportunity to pull area business leaders together for an executive-level, multi-organizational effort to expand the export trade in South Florida. Speakers at the meeting included Sánchez, U.S. Congressman Allen West, Broward County Mayor Sue Gunzburger and Port Everglades Director Phil Allen.

"In the past few years, small and medium-sized Florida firms generated nearly two-thirds of Florida's total exports of merchandise annually, far above the U.S. average for this sector, which is 30 percent. Yet 58 percent of all U.S. exporters, including small and medium-sized Florida business exporters, sell to only one foreign market," Congressman West told the audience. "More disturbing is the fact that 75 percent of U.S. companies with sales of less than \$30 million are not doing any cross border or international business and don't intend to begin. Our mission is clear."

Broward Mayor Gunzburger told the crowd that exports from Port Everglades are estimated to support 55,500 jobs in the United States. "The fact that there is a U.S. Export Assistance Center in Fort Lauderdale and the decision to relocate the office to Port Everglades -- Broward County's premier trade and tourism hub - is a testament to the current trade activity here and highlights the important partnership between the County and Federal Government which is sure to be strengthened by this move," Gunzburger said.

U.S. Customs District 52, which includes all seaports and airports in South Florida including Port Everglades, posted an international export surplus record of \$22.2 billion in 2010 - the highest in the United States. Port Everglades ranks 11th in the country for seaport export trade, which totaled more than \$11.1 billion in 2010. Only three other seaports in the country had a higher trade surplus than Port Everglades' \$2.8 billion and none of those ports are in Florida.

"Ports are being targeted to lead the NEI because of our expertise in foreign trade. The Administration recognizes that ports have the knowledge of what it takes to do business overseas and the contacts to help local companies expand their business models to reach markets abroad," said Port Everglades Director Phil Allen.

"We applaud the U.S. Department of Commerce's plans to provide a straightforward platform for regulatory authorities, trade officials, and standards experts from different countries to work seamlessly together. We have committed to being a part of their team to promote regulatory best practices and assist their efforts to reduce or remove key technical barriers to exports of American products. Together, we will help prospective exporters find markets, financing and risk mitigation for foreign sales."

The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. U.S. Commercial Service trade professionals in over 100 U.S. cities and in nearly 80 countries help U.S. companies get started in exporting or increase sales to new global markets.

To learn more about how the U.S. Commercial Service helps U.S. companies export, contact the U.S. Commercial Service Export Assistance Center at Port Everglades at 954-356-6640.

More information on Port Everglades, which is governed by the Broward County Board of County Commissioners, is available on the Internet at www.porteverglades.net.



(Photo Above) Cutting the ribbon to open the U.S. Export Assistance Center at Port Everglades are, from left: Broward County Commissioner Dale V.C. Holness; Broward County Mayor Sue Gunzburger; Port Everglades Director Phil Allen; Francisco J. Sánchez, Under Secretary of International Trade for the U.S. Department of Commerce; U.S. Congressman Allen West; and, Broward County Commissioner Lois Wexler.

Fort Lauderdale Named Among Happiest Cities for Young Professionals

Fort Lauderdale has been named among the top cities in the U.S. where some of the nation's most contented young professionals are, according to online career site Careerbliss.com and in an article in Forbes.com. Fort Lauderdale came in number two on the list of the 20 happiest cities for young professionals. The rankings are based on analysis from thousands of employee generated reviews between 2010 and 2011. Young professionals, defined by CareerBliss as employees with less than 10 years' experience in a full-time position, were asked to rate eight factors that affect workplace happiness, including growth opportunities, compensation, benefits, work-life balance, career advancement, senior management, job security and whether they would recommend their employer others. To read entire story, please [click here](#).

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

Broward County Public Schools Wins \$150,000 in Scholarships as Finalist for 2011 Broad Prize

High school seniors in Broward County now have access to \$150,000 in new college scholarship funds, as Broward County Public Schools (BCPS) has won \$150,000 in scholarships as finalist for the 2011 Broad Prize for Urban Education, The Eli and Edythe Broad Foundation announced earlier this month.

U.S. Secretary of Education Arne Duncan joined philanthropist Eli Broad and GRAMMY® award winner and education reform activist John Legend at the Library of Congress to announce the 2011 Broad Prize, the largest education award in the country that carries with it \$550,000 in college scholarships for the winning district.

The \$1 million Broad (rhymes with "road") Prize is an annual award that honors the four large school districts that demonstrate the strongest student achievement and improvement while narrowing achievement gaps between income and ethnic groups.

Broward Estates Elementary Teacher Honored for Everglades Project

Broward Estates Elementary School teacher Andrea Nobil was recently chosen as a 2011 Teacher of the Year award winner by The Kids in Need Foundation. Nobil was recognized for an impressive project on the Everglades, which she used grant funds by the Foundation to conduct. She is one of only two teachers who earned the prestigious award.

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

110 Tower, the 30-story, 391,473-square-foot 'class-A' office building located in Downtown Fort Lauderdale's Central Business District, is pleased to announce that Mayor Jack Seiler and the City Commission of Fort Lauderdale designated September 7, 2011 as "110 Tower Day" in the City of Fort Lauderdale. The Proclamation, presented by Commissioner Romney Rogers during the City Commission meeting on September 7, was issued in recognition of 110 Tower earning the prestigious LEED Gold certification from the U.S. Green Building Council (USGBC), and comes merely two weeks after 110 Tower also won the GalaVerde award in the LEED for Existing Buildings category presented by USGBC's South Florida Chapter.

Broward County Transit (BCT) has received \$197,400 in fiscal year 2011 Transit Security Grant Program (TSGP) funds from the U.S. Department of Homeland Security (DHS), Federal Emergency Management Agency (FEMA). The funds will be used to hire a security consultant to review, revise and/or update the following Broward County Transit security plans: Threat and Vulnerability Assessment; Continuity of Operations Plan (COOP); Emergency Response Plan and Emergency Response Guide. The purpose of the fiscal year 2011 TSGP is to create a sustainable, risk-based effort to protect critical surface transportation infrastructure and the traveling public from acts of terrorism, and to increase the resilience of transit infrastructure.

Design/builder **Miller Construction Company** has launched the major renovation and expansion of Fisher Island Club's Spa and Fitness Center at the world-class private island residential community and club, located just off Miami's shoreline.

On track for completion in summer 2012, the 24,000-square-foot Spa and Fitness Center and its grounds will feature luxurious lobby and treatment areas, a state-of-the-art fitness facility and six new pools, including spa, cold plunge, tranquility and roman bath pools, as well as a refinished lap pool.

The Wharton Club of South Florida, the region's preeminent business education organization, recently honored **Terry Stiles, Chairman and CEO of Stiles**, as their 2011 "Entrepreneur of the Year." David Cruice, the club's President, stated that "Terry was able to accomplish what most developers could only dream of during his 40 year tenure at Stiles. Even more amazing is that through this current market cycle he continues to expand the company's portfolio and increase its brand awareness across its full spectrum of services while also maintaining strong relationships across Florida. The club is truly honored to recognize Terry's outstanding achievements. In doing so, we add his name to a select group of business visionaries recognized by our club as the entrepreneurial pioneers who have been instrumental in South Florida's extraordinary growth over the past four decades."

Rex Kirby, President and General Manager of Suffolk Construction, Southeast Region, will be honored for his longtime efforts to help victims of child abuse and domestic violence by being presented with the 'Home Safe Hero' award. The prestigious award recognizes an individual who goes above and beyond the call of duty to help south Florida's most vulnerable citizens - victims of child abuse and domestic violence. The award presentation will take place during The Classic Rock & Roll Party on October 1 at the Hard Rock Live at the Seminole Hard Rock Hotel & Casino in Hollywood, Fla. The event will also serve as a major, first-class tribute to legendary saxophonist, Clarence Clemons, who served as the host of the annual fundraising event for Home Safe.

Forbes named the **City of Tamarac** to its recent list of the "25 Top Suburbs for Retirement." The list was compiled by comparing cities that were within 25 miles of major cities and the cultural, sporting and other destinations and attractions they offer, as well as the cost of living, proximity to higher education and access to public transportation as key factors. Tamarac, the only city in Florida to be named to *Forbes'* list, was included for having an average home price under \$200,000, a hospital within the cities' boundaries, availability of mass transit, and "the famous Florida weather and no-income-tax environment." "We're thrilled with this designation," stated Tamarac Mayor Pam Bushnell. "Each of the qualities they mentioned which appeals to retirees are also what make Tamarac so appealing to people of all ages! This truly is the City for Your Life!"

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

Enterprise Florida Events:

Executive-Led Biotech Life Science Trade Mission to China

October 14 - 18, 2011 (Please [click here](#) for more information)
Beijing & Hong Kong, China
Event Type: International Trade and Investment
Industry Sector: Various

Team Florida Business Expo and Trade Mission to Brazil to be Led by Governor Rick Scott

October 23 - 27, 2011 (Please [click here](#) for more information)
Sao Paulo, Brazil
Event Type: International Trade and Investment
Industry Sector: Various

Team Florida Trade Mission to South Africa with Lt. Governor Jennifer Carroll

November 4-13, 2011 (Please [click here](#) for more information)
Johannesburg, Durban, & Cape Town, South Africa
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:

Lauderhill Regional Chamber of Commerce 8th Annual Business Expo

Thursday, October 6-9, 2011

Location: Inverrary Country Club & Inverrary Resort, Lauderhill

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

ULI & NAIOP Joint Program & Tradeshow

Friday, October 7, 2011 8:30 a.m. – 3:30 p.m.

Location: Signature Grand, 6900 West State Road 84, Davie

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

Education Town Hall Meeting

Wednesday, October 12, 2011 6:00 p.m. – 8:00 p.m.

Location: Nova Southeastern University, Rose and Alfred Miniaci Performing Arts Center, 3100 Ray Ferrero Jr. Blvd., Fort Lauderdale

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

Miramar | Pembroke Pines Business Forum & Expo

Thursday, October 13, 2011 7:30 a.m. – 12:00 p.m.

Location: Miramar Cultural Arts Center ArtsPark, 2400 Civic Center Place, Miramar

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

MEDWeek

Thursday, October 13, 2011 7:30 a.m. - 8:00 p.m.

Location: Hilton Fort Lauderdale Airport Hotel, 1870 Griffin Road, Dania Beach

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

“How to do Business with Broward County” Workshop Series

Thursday, October 20 & November 17, 2011 3:00 p.m. – 5:00 p.m.

Location: African-American Research Library and Cultural Center, Fort Lauderdale

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

Academy of International Business – Southeast USA Conference

Wednesday, October 26-28, 2011

Location: Rollins College, Orlando

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

City of Plantation’s 2011 Economic Development Summit

Monday, October 31, 2011 11:00 a.m. – 2:00 p.m.

Location: Renaissance Fort Lauderdale, 1230 South Pine Island Road, Plantation

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

Washington Fly-In hosted by the Greater Fort Lauderdale Chamber of Commerce

Monday, October 31 – November 3, 2011

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

Finding Financing for Florida’s Exporters

Thursday, November 3, 2011 8:30 a.m. – 4:30 p.m.

Location: Hotel Intercontinental – Doral, 2505 NW 87th Avenue, Miami

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

EDC’s 14th Annual Emerging Technology Business Showcase

Thursday, November 10, 2011

Location: Hilton Hotel, 100 Fairway Drive, Deerfield Beach

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

Broward Green Expo

Friday, November 18 - 19, 2011 8:30 a.m.

Location: Inverrary Vacation Resort & Conference Center, 3801 Inverrary Boulevard, Lauderhill

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

Alliance Calendar of Events

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](#).

Entrepreneur Council Meeting (by invitation only)

Wednesday, November 9, 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.

Alliance Partner Council Meeting (by invitation only)

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

Location: TBD

For more information, please contact Helen Kulp at 954-524-3113 or at hkulp@gflalliance.org.

Alliance Corporate Council Meeting (Members Only)

Wednesday, November 16, 2011 8:30 a.m. - 10:00 a.m.

Location: TBD

For more information, please contact Helen Kulp at 954-524-3113 or at hkulp@gflalliance.org.

To register, please [click here](#).

Alliance Governor Council Meeting (Members Only)

Tuesday, November 22, 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 Leadership Council Meeting (by invitation only)

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

Location: TBD

For more information, please contact Helen Kulp at 954-524-3113 or at gbulfin@gflalliance.org.

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