



Photo by Ken Henson – ken@whitehotmedia.com

The Alliance E-Newsletter
April 30, 2012
Top Stories

Alliance Wins *Business Facilities'* First-Ever “Achievement in Public-Private Partnership Award”

Business Facilities has named the Greater Fort Lauderdale Alliance, Broward County’s official public/private partnership for economic development, the winner of its first “Achievement in Public-Private Partnership Award.”

The award is one of a new annual series of economic development awards the publication has introduced to honor the agencies and organizations that have established and consistently executed the best practices in the economic development industry, bringing measurable success in targeted economic development to the locations they represent.

“Over the past decade, we have chronicled the proliferation of public-private partnerships as an alternative or supplement to state-run economic development agencies and/or departments of commerce,” stated Business Facilities Editor-in-Chief Jack Rogers. “Not all public-private partnerships are created equal. The best public-private partnerships bring together a high-powered team of business leaders and economic development specialists who leverage the assets of a region to establish a coherent strategy for development and brand the location as a prime site for new business.”

“Greater Fort Lauderdale Alliance has set the standard for best practices in this dominant new economic development model by forging a powerhouse collection of area CEOs into a driving force for growth,” Rogers said. The mission of the Greater Fort Lauderdale Alliance is to lead Broward County in building a stronger and more diversified economy by promoting increased public/private sector collaboration, delivering business development initiatives focused on new investment and job growth, enhancing the competitiveness of Broward’s business climate and driving regional initiatives.

The CEO Council of the Greater Fort Lauderdale Alliance recently has been involved in several high-profile initiatives that are raising national awareness for the region and throwing a spotlight on its highly skilled, diverse and talented workforce, an exceptional quality of life and easy access to domestic and international markets.

A television commercial produced by Zimmerman Advertising has featured CEO Council members Wayne Huizenga, Mike Jackson, Roy Krause and Keith Koenig along with Broward County Administrator Bertha Henry and NFL Hall of Famer Dwight Stephenson. The ads, which aired for six months in the New York/New Jersey/Connecticut and Boston markets and on JetBlue's in-flight TV, conclude with Huizenga's memorable tag line: "Hey, it's not what you make, it's what you keep." Print display ads also have been produced and published as part of the campaign.

CEO Council founding and current Chairman Ray Ferrero, Jr. said, "This external national honor certainly ratifies the CEO Council foundational studies including the initial assessment conducted by Jim McGraw of KMK Consulting, followed by the National Competitive Ranking Assessment by John Rhodes of MS&B and the 3 year Strategic Blueprint & Implementation Plan for headquarters recruitment by Del Boyette and his team at Boyette Strategic Advisors, along with the marketing and branding initiative developed by Jordan and his team at Zimmerman Advertising. These foundational studies, all underwritten by the CEO Council, along with the National Competitive Incentives Analysis by Jay Biggins of Biggins Lacy & Shapiro, have all brought the collective wisdom of the nation's top economic development consultants to bear on behalf of Greater Fort Lauderdale, and the results of executing their recommendations under the direction of CEO Council Managing Director Robin Ronne has proven we are on the right path to continued success."

"We are extremely proud of this honor for the Greater Fort Lauderdale Alliance," said Broward County Administrator Bertha Henry. "It is a testament that our public-private partnership is being recognized as one of the best in the nation and is a wonderful recognition for all of Broward County - one in which its business community and residents can take pride."

"The Alliance has done a splendid job of putting the Greater Fort Lauderdale area on the national radar," Rogers said. "With a strong footprint in everything from aerospace to life sciences and cloud computing, we anticipate steady progress and exponential growth from this region."

"We are very proud to be the recipient of this award," said Alliance President and CEO Bob Swindell. "We have many people to thank including our partners at Broward County, the municipalities in Broward County and the numerous private sector companies who provide their time, talents and financial resources to growing jobs in Broward County. We are pleased to share this award with them and are grateful for their involvement."

Alliance Mid-Year Meeting and Luncheon to Feature Bloomberg Radio Host

Kathleen Hays, Host of "The Hays Advantage" on Bloomberg Radio and recognized as one of the top economics reporters and anchors in the country, will be the keynote speaker at this year's Alliance Mid-Year Meeting and Luncheon on May 3 at the Hyatt Regency Pier 66 in Fort Lauderdale. An added feature of this year's meeting will be an onstage interview of Ms. Hays by Alliance CEO Council Member Mike Jackson, Chairman and CEO, AutoNation.

The Alliance's Mid-Year Meeting and Luncheon is one of the premier business events of the year. Join Broward County and South Florida's business and community leaders to hear about the exciting progress being made in accelerating job growth and strengthening our economy. This year's mid-year event is being presented by AutoNation, FP&L and Patriot National Insurance Group.

For more information or to become a sponsor, please contact Gail Bulfin at 954-627-0127 or at gbulfin@gflalliance.org. To register to attend, please [click here](#).

New York Marketing Company moving to Fort Lauderdale

Automotive Resource Network Holdings, a New York-based direct marketing company, is moving its call center and offices to Fort Lauderdale. The company said by June 1 it will close its offices in New York City and Dallas. The relocation is planned over the next two months. The company, known as The ARN, sells vehicle-service contracts, roadside assistance and automotive products. It was founded in 2010.

The new corporate offices will house the company's top executives as well as accounting, marketing and product development personnel, marketing, a customer service call center, an outbound product sales call center and a training center.

Chief Executive Kathy Robertson said in a news release that the move is both strategic and economic. She cited Florida's more favorable state tax structure, availability of prime real estate, and a pool of call-center sales talent. The relocation would reduce the company's operating costs, she said.

"This has been a very tough and challenging road for us and we didn't always like the difficult decisions we had to make, but that's what is involved in building a strong foundation for a new startup," Robertson said.

She said The ARN has the infrastructure, products, technology and personnel "to establish itself as a major presence in the automotive industry by year end 2012."

Lauderhill Becomes Latest 'Platinum' Permitting City

The City of Lauderhill has been named the latest Greater Fort Lauderdale Alliance "Platinum City" after city commissioners approved a permitting excellence process recommended by the Alliance. Fifteen Broward County cities have now been named "Platinum Cities." Other cities, in the order that permitting excellence ordinances or resolutions were passed include Tamarac, Davie, Oakland Park, Fort Lauderdale, Miramar, Coconut Creek, Plantation, Cooper City, Deerfield Beach, Coral Springs, Hollywood, Dania Beach, Pompano Beach and Margate.

The purpose of the permitting excellence process, which is intended to be available to high-impact, targeted industry businesses that are relocating or expanding in Broward County, is to provide businesses with a streamlined, first-rate experience when going through the development, permitting and inspection process for office and industrial properties.

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

Steps communities are taking to provide an excellent permitting experience include pre-development meetings and designating a city staff member as a single point of contact to assist the company through the permitting process. An online permitting system also allows applicants to review the status of their permits on a real-time basis throughout the process. Cities that adopt the new process are promoted and marketed on the Alliance website (www.gflalliance.org), in Alliance promotional materials, on social media sites and in other ways.

If you are a member or partner of the Alliance and would like to be involved in the Platinum Cities Action Team, please contact Gail Bulfin at gbulfin@gflalliance.org or at 954-627-0127.

Broward Six Pillars Strategic Visioning Process Underway

The Broward Six Pillars strategic visioning process is moving full speed ahead with nearly 250 community leaders and volunteers currently registered to serve on Six Pillars teams. This important job creation planning process which looks to a 20-year horizon will be completed in July. The Alliance is working with Broward County and a number of other community partners to become a Six Pillars certified community. Six Pillars will be addressing these topics which have been deemed critical to economic success in the future:

- (1) Talent Supply & Education
- (2) Innovation & Economic Development
- (3) Infrastructure & Growth Leadership
- (4) Business Climate & Competitiveness
- (5) Civic & Governance Systems
- (6) Quality of Life & Quality Places

To register to volunteer to serve on one of the six teams, or if you know someone who would like to volunteer, please visit www.gflalliance.org/sixpillars.

Port Everglades hosts Colombian Delegation

On the heels of the recent announcement that the Free Trade Agreement with Colombia will go into effect in May, Port Everglades and the Fort Lauderdale-Hollywood International Airport hosted a delegation of public officials from Colombia to discuss international trade and visit Broward County's seaport. Port Everglades is the top seaport in Florida for trade with Colombia, which totaled more than \$1 billion in FY 2011, representing 54 percent of Colombian trade through all of Florida's seaports last year.

This trade mission coincided with the announcement by President Barack Obama and Colombian President Juan Manuel Santos that the U.S.-Colombia Trade Promotion Agreement will enter into force on May 15, 2012. The agreement will expand exports of U.S. goods by more than \$1.1 billion and provide duty-free access for U.S. goods in sectors from manufacturing to agriculture. The Agreement supports the President's National Export Initiative goal of doubling of U.S. exports over five years. It will also enhance the competitiveness of both small and large U.S. businesses in Colombia's growing economy.

The delegation was on a trade mission from Colombia and included Sandra Paola Hurtado, Governor of Quindío, Colombia; Luz Piedad Valencia Franco, Mayor of Armenia, Colombia; Guido Echeverry Piedrahita, Governor of Caldas, Colombia; and John Edgar Perez-Rojas, Mayor of Quimbaya, Colombia. Also joining was Fernando Escobar, President of International Trading Center in Miami, and Fabio Andrade, President and CEO of the Americas Community Center Inc. in Weston, Florida.

Broward County Commissioner Chip LaMarca presented the business leaders with "Keys to the County" for their official visit.

Port Everglades Adds New Shipping Service to Venezuela and Colombia

Port Everglades is welcoming a new shipping line with service to Venezuela and Colombia. Naviera Master Line de Venezuela C.A. will be moving heavy equipment and machinery/rolling stock on a bi-weekly basis from Port Everglades and, as the business grows, plans to offer the service on a weekly basis. The cargo will be handled by St. John's Shipping Company Inc., a stevedore at Port Everglades for more than two decades.

"We are pleased to add this new service to our fleet at Port Everglades. Master Line's service will be mainly exports, a testament to the Port's commitment in expanding exports which creates more U.S. jobs," said Chief Executive and Port Director Steven Cernak.

Port Everglades is the No. 1 seaport in Florida for U.S. jobs supported by exports – 79,800 U.S. jobs. Every \$1 billion in exports supports approximately 6,000 U.S. jobs, according to the U.S. Department of Commerce. Exports from Port Everglades totaled \$13.3 billion in calendar year 2011.

"With over three generations in the shipping industry, we are delighted to start this new service that is guided to support the long time forgotten NVO (Non-Vessel-Operating Common Carrier) and Freight Forwarding community that truly makes a difference in all trades and services they provide on the supply chain. Our number one goal is to serve our clients with the most reliable and dependable service they deserve, I'm happy to say that our commercial slogan will always be "Call your cargo agent! or Master Line" just like the old timers and pioneers use to say, remember those days?" said Juan Carlos Esquivel, President of Naviera Master Line.

Alliance to Participate in Team Florida Mission to Spain

The Alliance's Business Development Team is currently planning for an International Team Florida mission in May to Madrid, Spain with Governor Scott and Enterprise Florida (EFI). The Alliance has been invited by EFI to present to Spanish executives about investing in Florida. The panel on which the Alliance will participate is another excellent example of our regional collaboration, as we will be joined by the Miami-Dade Beacon Council and the Business Development Board of Palm Beach County for a presentation on "South Florida: Your Global Business Connection." explaining why Southeast Florida is an excellent business location for doing business in the Americas and the Caribbean.

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

Seven District Students Named National Scholarship Winners

The National Merit Scholarship Corporation has announced that seven Broward County Public Schools students are among the approximately 800 Black American high school seniors who have won Achievement Scholarship awards through the National Achievement Scholarship Program. Twenty-nine corporate organizations and professional associations have joined

with the not-for-profit National Merit Scholarship Corporation to award a total of over \$2 million in scholarships nationally.

The National Achievement Scholarship Program is a privately financed academic competition established in 1964 specifically to honor scholastically talented Black American youth and to provide scholarships to a substantial number of the most outstanding participants in each annual competition.

Blanche Ely High School Ranked Top in State for Adobe Certified Associate Certification

Blanche Ely High School was recently ranked as one of the top four high schools in the State of Florida for the 2010/2011 school year, with a total of 465 students passing the Adobe Certified Associate (ACA) certification exams. The Adobe Certified Associate (ACA) is Adobe's entry-level digital design certification. It allows students to demonstrate proficiency in Adobe digital communications tools, become a Certified Associate and stand apart from their peers, boost their confidence, and expand their career opportunities.

Flanagan High School NJROTC Wins National Championship

The Flanagan High School Naval Junior Reserve Officer Training Corps (NJROTC) took first place at the National Academic, Athletic and Drill championships at the Pensacola Naval Air Station (NAS) in Pensacola, Florida on April 13 – 14, 2012. Flanagan JROTC earned the right to compete at NAS Pensacola for the national championship after placing second in the Florida regional competition back in March. The NJROTC national competition is designed to showcase the finest all-around units in the nation and provide cadets with an opportunity to compete against the best the Navy has to offer.

McArthur High School Dance Team Claims National Title

The McArthur High School dance team recently claimed the national champ title competing for the first time at the Champion Dance National Competition held at the University of Central Florida in Orlando on March 3, 2012. The McArthur dance team competed against teams from performing arts high schools, private, parochial and public schools that were best in their region from across the country.

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

Allegiant has announced new, nonstop jet service between Niagara Falls, N.Y. and Fort Lauderdale. The service will begin July 1, 2012. The company will introduce the new service with fares as low as \$94.99 one way.

Becker & Poliakoff has announced that the Organization of Women in International Trade (OWIT), with more than 2,000 members in 26 affiliate chapters worldwide, has recognized attorney **Jennifer Diaz** as its 2011 Member of the Year. The Award is presented for outstanding contributions to the organization and strong commitment to advancing women in international trade and business. Ms. Diaz is the head of Becker & Poliakoff's Customs & International Trade Practice Group.

The new Young At Art Museum and **Broward County** Library will celebrate its grand opening at 9:30 a.m. on Saturday, May 5 at its new facility, located at 751 S.W. 121 Avenue in Davie. The sleek, modern 55,000 square-foot LEED-certified building will house both a free, public Broward County Library and the Young At Art Museum, an innovative children's arts education complex. This unique partnership provides children and families with a spectacular, family-friendly facility that provides enrichment, education and entertainment – all in one location.

Mary Becht, Director of the Broward Cultural Division, has been named the 2012 Howard Kleinberg Award recipient. Established in 2000, the award is named after Howard Kleinberg, long-time Editor of *The Miami News*, historian, and author of numerous articles and books on the social and cultural history of Miami and South Florida. It is awarded as special recognition for contributions to the health and development of the arts in South Florida. Mary, who has served as Director of the Broward Cultural Division since 1984 has been a pioneer of a long list of arts and cultural milestones. She has grown the Broward Cultural Division into a nationally-recognized local arts agency that is used as a model for many of the more than 5,000 local arts agencies throughout the United States.

Blue Cross and Blue Shield of Florida, Inc. (BCBSF) is now **Florida Blue**. The new name, new logo and tagline – 'In the pursuit of health' – are all part of the company's transition to a health solutions company with an overarching mission to help the people of Florida and their communities achieve better health. Consumers will soon see the new Florida Blue brand utilized in signage, sponsorships and advertising. The brand transition reflects a host of initiatives inspired by Florida Blue's

expanded mission, including: a focus on affordable products; the introduction of new health plans and services; the personalization of health care services and customer support through the company's unique Florida Blue retail centers; an expanding suite of online tools to empower healthcare consumers and even stronger state-wide outreach to support Florida communities in their quest for better health. All of these programs and services support the company's commitment to providing accessible and affordable health solutions to all Floridians.

The Cultural Foundation of Broward has rebranded and changed its name to Business for the Arts of Broward; it was announced by **Jarett Levan**, the Chair of Business for the Arts of Broward. The non-profit organization changed its name to Business for the Arts of Broward to better reflect its mission to engage businesses and business leaders to advocate and educate about the importance of Broward County's arts and cultural community as well as to recognize the connection between cultural vitality, creative success and economic development.

H. Wayne Huizenga, a member of the Alliance's CEO Council, was named the Lifetime Achievement Award Recipient at the **South Florida Business Journal's** 2012 Business of the Year Awards. The Business of the Year Awards was created to recognize excellence and outstanding performance in the business and non-profit community. Congratulations Mr. Huizenga!

Peak 10, a data solutions company, has announced the opening of its second Fort Lauderdale data center. The company has added 11,000 square feet of data center space to its facility, bringing its total raised-floor footprint to 66,000 square feet locally. Peak 10 offers customers managed information technology services, as well as cloud computing and cloud storage. In addition, the Peak 10 data center features uninterruptible power, a generator yard and around-the-clock monitoring that is crucial for many companies.

The **City of Tamarac's** Fleet Division has been named one of the 100 Best Fleets in North America by *Government Fleet Magazine*. The 100 Best Fleets program ranks public sector fleets throughout North America based upon a comprehensive set of 12 criteria including: cost management; service delivery; and performance management. Tamarac's application illustrated several industry best practices including: the implementation of a Vehicle Utilization Program which improved city-wide efficiencies; being awarded a contract to provide fleet maintenance to a neighboring city; and the development and implementation of a new method for vehicle evaluation and replacement. The City's application also highlighted Tamarac's well trained staff, commitment to environmental stewardship, and robust performance management system.

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

Enterprise Florida Events:

Manufacturing Innovation 2012

May 5 – 9, 2012

Orlando, Florida

Event Type: Convention / Trade Show

Industry Sector: Manufacturing

Region: North America

Team Florida Mission to Spain

May 20 – 24, 2012

Madrid, Spain

Event Type: International Trade and Investment

Industry Sector: Various

HOSPITALAR 2012

May 22 – 25, 2012

Sao Paulo, Brazil

Event Type: International Trade and Investment

Industry Sector: Life Sciences

33rd Hemispheric Congress of Latin Chambers of Commerce

May 29 – June 1, 2012

Miami, Florida

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:

Focus Brazil

Thursday, May 3, 2012

Location: Broward Center for the Performing Arts, 201 SW Fifth Avenue, Fort Lauderdale

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

ULI Southeast Florida/ Caribbean - Envisioning South Florida's Future: Mobility – Goods and People

Friday, May 4, 2012 8:00 a.m.

Location: Sheraton Fort Lauderdale Airport Hotel, Dania Beach

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

EDC's 11th Annual Life Science Conference - Biotech 2012

Wednesday, May 9, 2012 8:00 a.m. – 5:00 p.m.

Location: Florida International University, Ernest R. Graham University Center, 11200 S.W. 8th Street, GC 1215, Miami

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

Business Education Seminar: Business Counseling: "To Be or Not to Be Incorporated"

Wednesday, May 9, 2012 6:00 – 8:00 p.m.

Location: Carter Park, 1450 West Sunrise Boulevard, Fort Lauderdale

For more information, please email businesseducation@fortlauderdale.gov.

Broward County Heritage Celebration

Thursday, May 10, 2012 5:30 p.m.

Location: West Side Grade School, 301 Harmon (SW 13th) Avenue, Fort Lauderdale

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

17th Annual Broward Education Foundation Scholarship Celebration

Friday, May 11, 2012 6:30 p.m.

Location: Hyatt Regency Pier Sixty-Six, 2301 SE 17th Street, Fort Lauderdale

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

"How to do Business with Broward County" Workshop Series

Thursday, May 17, 2012 3:00 pm - 5:00 pm

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

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

South Florida Hospital & Healthcare Association's 2012 Annual Healthcare Summit

Thursday and Friday, June 7 – 8, 2012

Location: Greater Fort Lauderdale/Broward County Convention Center, 1950 Eisenhower Boulevard, Fort Lauderdale

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

Alliance Calendar of Events

Register Now!

Alliance Mid-Year Meeting and Luncheon

Thursday, May 3, 2012 11:30 a.m. – 1:15 p.m.

Location: Hyatt Regency Pier 66, 2301 SE 17th Street, Fort Lauderdale

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

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

Alliance Entrepreneur Council Meeting (by invitation only)

Wednesday, June 13, 2012 8:30 a.m. - 10:00 a.m.

Location: TBA

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

Alliance Partner Council Meeting (by invitation only)

Thursday, June 14, 2012 8:30 a.m. - 10:00 a.m.

Location: TBA

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

Alliance Corporate Council Meeting (by invitation only)

Wednesday, June 20, 2012 8:30 a.m. - 10:00 a.m.

Location: TBA

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

Why have so many companies relocated to Greater Fort Lauderdale? [Click here](#) to find out (90 second video).

To see a short video of highlights from our 2011 annual meeting, courtesy of Six Points Media (a Patriot National Insurance Group company), please [click here](#).