



Photo by Ken Henson – ken@whitehotmedia.com

**The Alliance E-Newsletter
February 29, 2012**

Top Stories

Saveology Hosts Grand Opening Event to Unveil Silicon Valley Inspired Technology Campus

Saveology and the Greater Fort Lauderdale Alliance co-hosted a grand opening ceremony unveiling the Company's groundbreaking new technology campus on February at 5259 Coconut Creek Parkway in Margate. The event showcased Saveology's new headquarters, whose jaw-dropping, 100,000 square-foot Silicon Valley-inspired office space featured cutting-edge technology and work stations, as well as unparalleled amenities for its staff ranging from a basketball court and gym to a barber shop, restaurant, putting green and more.

The headquarters, whose atrium features a serene koi pond and exotic birds, fosters a creative environment to motivate and retain Saveology's staff of 1,000-plus employees, while continuing to attract top talent. Saveology's new offices are the result of close collaboration between the Company, the Greater Fort Lauderdale Alliance, the State of Florida, the City of Margate and the City of Margate Community Redevelopment Agency.



Saveology is receiving up to \$2.3 million in state and city performance-based incentives for creating an additional 700 jobs in South Florida over the next three years. “Saveology is a forward-thinking company which thrives on creativity, technological innovation and the entrepreneurial spirit,” said CEO Benzion About. “Not only will Saveology create hundreds of jobs in the coming years on our technology campus, but we will set a new standard for businesses in South Florida and beyond and serve as a catalyst for wider renewed growth and development.”

To read more, please [click here](#).

Emerson Celebrates Opening of New Latin America Headquarters in South Florida

Emerson recently celebrated the official opening of its new consolidated Latin America headquarters facility in Sunrise with state and local guests in attendance.

This new regional headquarters, located in Lake Shore Plaza II at 1300 Concord Terrace, already houses more than 50 Emerson employees. The facility will serve as the company’s home base for the management teams that oversee the company’s businesses that operate in the Latin America region, including Emerson Process Management, Emerson Climate Technologies, Emerson Network Power and Emerson Industrial Automation.



Pictured (L to R):
Greg Burkhart – Duff & Phelps
Chrystal Sircy – Enterprise Florida
Lou Sandora – City of Sunrise
Neal Wieschhaus – Emerson Corporate
Rob Sitterley – Enterprise Florida
Robin Ronne – GFLA CEO Council
Bruce Moeller – City of Sunrise

The office opening highlights the company’s commitment to Latin America as both a manufacturing location and as a destination sales market for its products and services. Emerson has approximately 16,000 employees and 30 manufacturing locations in Latin America. In 2011, the company posted sales of \$1.3 billion within the region.



(Pictured above) February 8 ribbon cutting marks the official opening of Emerson's new Latin America Headquarters Office in South Florida. From left: The Honorable Michael Ryan, Mayor, City of Sunrise; Ray Ferrero Jr., Chairman, Greater Fort Lauderdale Alliance CEO Council; Crystal Sircy, Enterprise Florida Inc.; Edward Monser, President and Chief Operating Officer, Emerson; Leo Rodriguez, President of Emerson Latin America; and Alex Blochtein, President, Emerson Network

Dania Beach Becomes Latest 'Platinum' Permitting City

The City of Dania Beach has been named the latest Greater Fort Lauderdale Alliance "Platinum City" after city commissioners approved a permitting excellence process recommended by the Alliance. Twelve 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 and Hollywood.

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.

Export Growth Benefits Florida Companies

The International Trade Administration (ITA) recently announced new data that show Florida merchandise exports increased 17 percent in 2011 compared to 2010, growing from \$55.4 billion to \$64.8 billion. This percentage growth topped the 16 percent national average for merchandise export growth for the same period.

"Florida exporters continue to sell some of the most innovative products and services to world destinations, advancing President Obama's National Export Initiative that is on pace to double U.S. exports by the end of 2014," said Francisco Sánchez, Under Secretary for International Trade. "Eighty-five percent of world economic growth over the next five years will take place outside of the United States. As the U.S. economy builds momentum, we must continue to equip U.S. businesses with all the necessary tools to increase exports that support millions of high-paying jobs across the country."

Florida's 2011 merchandise export sales increased to many top destinations, including Switzerland (up 45 percent), Venezuela (30 percent), Argentina (29 percent), Chile (27 percent), and Colombia (13 percent). Key merchandise export categories include computer and electronic products, transportation equipment, waste and scrap, chemicals, and machinery manufactures.

To view entire story, please [click here](#).

Florida Commercial Real Estate Market on Track for Recovery

The industry's leading commercial real estate professionals believe it is safe to say that as we head into 2012, the worst of the economic turmoil is behind us and Florida's commercial markets are positioned well to move toward true recovery throughout this year and the years ahead. This is according to the 2011–2012 Florida Market Perspective, a comprehensive assessment and outlook on commercial real estate throughout the state, released by CBRE. For the full story, please [click here](#).

Florida Growing at '06 Levels, Fed Says

An index of economic growth tied to Florida's hiring market hit a nearly three-year high at the end of 2011. The Federal Reserve's state-by-state index of economic activity posted a 32-month high in Florida for December as hiring expanded and wages improved. The index, calculated by the Fed's Philadelphia branch, tracks payroll levels, manufacturing hours, the unemployment rate and pay statistics. To read more from the Miami Herald story, please [click here](#).

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

Broward Education Foundation Ranked Among Top 10 in Nation

The Broward Education Foundation (BEF) is number 10 in the nation in supporting public education, according to a recent national study of educational foundations and funds in the 50 largest school districts.

The study, conducted by Dewey & Associates, a Tampa Bay-based management and strategy consulting practice, analyzed the effectiveness of education foundations/funds at generating and sustaining financial resources to serve the students in their districts. It also assessed the effectiveness of each foundation/fund in distributing financial resources to the students in its district and the number and role of volunteers within the organization. For the rest of the story, please [click here](#).

South Plantation High Selected for National Magnet School of Excellence Award

South Plantation High School has been selected for the Magnet School of Excellence Award. This national award by Magnet Schools of America is based on commitment to high academic standards, curriculum innovation, successful diversity efforts, and the consistent delivery of high quality education to students. Schools with the "Magnet Schools of Excellence" status are also in competition for one of several cash awards at the Magnet Schools of America annual national conference, which will be hosted by Dallas Independent School District, Texas, May 18-21, 2012. The Environmental Science and Everglades Restoration magnet program at South Plantation High is celebrating its 10th year in 2012. The school is also a recipient of the national Magnet School of Excellence Award in 2008, 2009 and 2011.

Northeast High Students Will Travel to MIT to Showcase Emergency Water Filtration Station Invention

The 14-member Northeast High School student team will get the chance to show off their invention – a portable water filtration device that would bring clean water for drinking and bathing into disaster ravaged regions – at MIT in Cambridge, Massachusetts, thanks in large part to a generous \$7,500 donation by H. Wayne Huizenga. The invention can also be used where water contamination is possible, such as Haiti's tent cities. Northeast High received a Lemelson-MIT InvenTeam \$9,570 grant to develop the collapsible, emergency water filtration station. The students will showcase a prototype of their invention at EurekaFest, a multi-day celebration designed to empower a legacy of inventors. Northeast is one of only 16 schools in the nation to have a team selected to participate in the program in which teams composed of high school students, teachers and mentors receive grants to invent technological solutions to real-world problems.

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

Known for the **Big Chef** label, canapés for catering functions, grab-and-go meals for busy households and entrees for the kitchen table, **Rosana Santos Calambichis'** frozen-food firm overcomes economic woes to make a million. For the full story, please [click here](#).

Colliers International South Florida announced that Rob Warstler has joined the firm as Director of Retail Services. The 20-year commercial real estate veteran was previously the CEO and Director of Retail at Colliers International's Indiana office. Warstler will lead the tri-county Retail Services from Colliers South Florida's Miami headquarters office.

The American International Automobile Dealers Association (AIADA) has awarded Alliance **CEO Council** members **Rick and Rita Case** with the David F. Mungenast Lifetime Achievement Award. The award, named after the late AIADA Chairman and legendary St. Louis-area automobile dealer, was presented during AIADA's 42nd Annual Meeting and Luncheon in Las Vegas, Nevada.

Spotlight on Recently Joined Alliance Members

We had a tremendous quarter of Alliance members upping their commitments to economic development. Over the next two months we will profile these company commitments. On behalf of the Alliance, thank you.

Led by Barbara Carballo, Joe Beck and Ramon Rodriguez, **Citibank** has stepped up to **Leadership Council** from their previous Corporate Council position. Citi Foundation is a major player in our Green Workforce Think Tank action team and the results of their recent "opportunities in the green industry" survey will be released in March.



Joe Beck



Barbara Carballo

Kaufman Rossin & Co. P.A. soars to **Governor Council** level with Mike Moore, Marty Kurtz and Tim Rubin taking a major role. We begin an exciting partnership with Kaufman Rossin as we roll out the first Alliance/ Kaufman Rossin CEO Survey in the next two months. Keep posted for more details.



Marty Kurtz



Mike Moore

Bob Powell, Regional Vice President/Broward for TD Bank got right down to business upon arriving in Broward just months ago. **TD Bank / TD Insurance** moves from Corporate Council to **Leadership Council** and will be represented by Bob Powell, Marcel Summermatter and Tammy Lane. Marcel continues to be a strong presence on both our BRAVO team and International action team.



Marcel Summermatter

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida Events:

Florida Medical Manufacturers' Consortium (FMMC)

April 30- May 1, 2012
Hilton Carillon Park - St. Petersburg, Florida
Event Type: Convention / Trade Show
Industry Sector: Various

33rd Hemispheric Congress of Latin Chambers of Commerce

May 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:

Farewell Roast & Toast of Stella Tokar (11 Year CEO of the Miramar-Pembroke Pines Regional Chamber of Commerce)

Friday, March 2, 2012 7:00 p.m.

Location: Pembroke Lakes Country Club, 10500 Taft Street, Pembroke Pines

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

“How to do Business with Broward County” Workshop

Thursday, March 15, 2012 3:00 p.m. – 5:00 p.m.

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

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

Jim Moran Institute's 2nd Annual Minority Business Conference

Saturday, March 17, 2012 7:30 a.m. – 2:00 p.m.

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

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

FAU: Business Plan Competition - Business Plan Submission Deadline

Sunday, March 18, 2012 5:00 p.m.

Location: Check site

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

South Florida Manufacturers Association: Recognition of Excellence Banquet

Wednesday, March 21, 2012 5:45 p.m.

Location: Design Center of the Americas, 1855 Griffin Road, Dania Beach

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

4th Annual Economic Engine Performance Report (Presented by the Port Everglades Association)

Friday, March 30, 2012 10:45 a.m. – 1:30 p.m.

Location: Broward County Convention Center, Palm Room, 1950 Eisenhower Boulevard, Fort Lauderdale

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

African-American Achievers Awards (Presented by JM Family Enterprises, Southeast Toyota Distributors and JM Lexus)

Wednesday, April 11, 2012 6:15 p.m.

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

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

Broward Workshop Presents: 4th Annual “The State of Our County” Forum by invitation only)

Friday, April 13, 2012 7:00 a.m. – 9:30 a.m.

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

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](#).

Alliance Calendar of Events

E²B² Roundtable with Superintendent Runcie (To view the flyer, please [click here](#)) (Alliance members only)

Wednesday, March 7, 2012 8:00 a.m. – 9:30 a.m.

Location: AutoNation, Showroom A, 15th Floor, 200 S.W. 1st Avenue, Fort Lauderdale

For more information, please contact Tania Vinaixa at 954-627-0133 or at tvinaixa@gflalliance.org.

Alliance Partner Council Meeting (by invitation only)

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

Location: Fort Lauderdale Executive Airport, 6000 N.W. 21st Avenue, Fort Lauderdale

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

Alliance Entrepreneur and Corporate Councils Meeting – Joint meeting (by invitation only)

Wednesday, March 14, 2012 8:30 a.m. - 10:00 a.m.

Location: Transwestern, 30th Floor Conference Room, 110 S.E. 6th Street, Fort Lauderdale

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

Alliance Leadership Council Meeting (by invitation only)

Tuesday, March 20, 2012 8:00 a.m. - 9:30 a.m.

Location: Peak 10, 5301 N.W. 33rd Avenue, Fort Lauderdale

For more information, please contact Tania Vinaixa at 954-627-0133 or at tvinaixa@gflalliance.org.

Alliance Governor Council Meeting (by invitation only)

Tuesday, March 27, 2012 8:00 a.m. - 9:30 a.m.

Location: Broward Metropolitan Planning Organization, Trade Centre South, 100 W. Cypress Creek Road, Suite 850, Fort Lauderdale

For more information, please contact Tania Vinaixa at 954-627-0133 or at tvinaixa@gflalliance.org.

Alliance Partner Council Meeting (by invitation only)

Thursday, April 12, 2012 8:30 a.m. - 10:00 a.m.

Location: TBD

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

Alliance Council Connect (by invitation only)

Thursday, April 12, 2012 6:00 p.m. - 8:00 p.m.

Location: TBD

For more information, please contact Tania Vinaixa at 954-627-0133 or at tvinaixa@gflalliance.org.

Register Now!

Alliance Mid Year Meeting

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

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](#).

THE ALLIANCE: *PARTNERSHIP FOR ECONOMIC GROWTH*

Broward County's Official Economic Development Partnership

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