



Photo by Ken Henson – ken@whitehotmedia.com

The Alliance E-Newsletter
July 31, 2012
Top Stories

SAVE THE DATE:

Greater Fort Lauderdale Alliance Annual Meeting

Thursday, October 4, 2012 6:00 p.m. - 9:00 p.m.

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

BioRamo, LLC Chooses Fort Lauderdale as Pharmaceutical Manufacturing Location

BioRamo, LLC, a manufacturer of both over-the-counter and prescription liquid and semi-solid products, has selected Fort Lauderdale as the site for the location of its company operations.

“We are very pleased to announce the formation of a new pharmaceutical company to South Florida and the Greater Fort Lauderdale area, specializing in the manufacture of both prescription liquid and semi-solid pharmaceutical drug products,” said BioRamo CEO John Copanos. “While choosing a location for any business is never without difficulties and contention, our decision was definitely made less problematic by the open line of communication and support for new and expanding businesses provided by the City of Fort Lauderdale and the Greater Fort Lauderdale Alliance/Broward County. Incentives for Qualified Target Industries such as Employed Worker Training and Work Opportunities Tax Credits make the prospect of locating in the area very palatable for any small business. When taking into respect the top notch quality of life in Fort Lauderdale, coupled with the city’s access to direct air travel and the proximity of Port Everglades, both which provide a gateway to Latin America, the decision becomes not only less problematic, but totally unanimous. We are delighted to be able to locate our business in Fort Lauderdale, and would like to thank the City of Fort Lauderdale, as well as Enterprise

Florida, for the assistance they have given us.”

“Our support of BioRamo’s expansion exemplifies the state’s continuing focus on strengthening both its life sciences sector and manufacturing base,” said Gray Swoope, president & CEO of Enterprise Florida Inc., the state’s primary economic development organization. “BioRamo is a valuable business partner and we appreciate its investment in Florida.”

BioRamo has committed to add 36 jobs with an average salary of \$48,690. The company also plans to invest \$1.5 million in the renovation of the property where it will be located at 5319 NW 35th Terrace in Fort Lauderdale.

The office of Governor Rick Scott, Enterprise Florida, the City of Fort Lauderdale and the Greater Fort Lauderdale Alliance worked together to help BioRamo LLC, locate in Fort Lauderdale.

“BioRamo, LLC, is an impressive new business with exciting plans for growth,” said Fort Lauderdale Mayor John P. (Jack) Seiler. “The City of Fort Lauderdale values the opportunity to partner with the Greater Fort Lauderdale Alliance to attract this high quality corporate headquarters and manufacturing facility. The BioRamo announcement further strengthens Fort Lauderdale’s leadership position in the region as one of the most desirable locations for new, expanding, or relocating businesses.”

“The manufacturing sector is certainly making a strong recovery in Broward County,” said Greater Fort Lauderdale Alliance chairman of the board, J. David Armstrong Jr., who is president of Broward College. “BioRamo will be a great addition to that important sector and we look forward to seeing other manufacturing companies continue to expand and grow here as well.”

Greater Fort Lauderdale Alliance president and CEO Bob Swindell said, “We are pleased to welcome BioRamo, a company in the life sciences industry which is so important to our area. Our mission is to grow target industry companies in the Greater Fort Lauderdale/Broward County area that can take advantage of our outstanding quality of life, talented workforce and highly rated business climate. We are pleased to have had the opportunity to work with our partners at the City of Fort Lauderdale, Enterprise Florida and the Governor’s Office on behalf of BioRamo and we wish the company every success.”

Broward College Starts Manufacturing Program

The assembly-line method of manufacturing has faded into Americana. Manufacturing today is a technology-driven field requiring highly trained workers. To assist with this expanding enterprise, Broward College has launched a multi-level manufacturing program designed to provide a skilled workforce to meet the needs of the South Florida manufacturing industry.

The program will offer an Associate in Science degree in manufacturing, two non-credit certificate programs for professionals already in the field and an assessment center.

“Florida is ideal for manufacturing,” said Broward College President J. David Armstrong, Jr. “With an extensive transportation hub and the opportunity to expand the necessary workforce, the local manufacturing environment is at a great stage in its evolution.”

Manufacturing currently employs more than 307,000 workers – or 5 percent of the workforce – through the state’s 17,000 manufacturing establishments, according to Enterprise Florida.

“We are delighted to see Broward College filling a critical educational need for their community by establishing this program,” said Nancy Stephens, executive director of the Manufacturers Association of Florida. “With a significant number of manufacturers in the area, Broward College will help grow this industry sector by making sure that people have the right skills to fill the jobs that are open in manufacturing.”

Florida has considerable room for growth in the manufacturing industry for a variety of reasons, including a business climate and tax structure favorable to the manufacturing industry, an infrastructure for global commerce, and research and development capabilities for advanced manufacturing for the aerospace, biomedical, information technology, defense, marine and green technology industries.

“Manufacturing is still an industry that is underrepresented in Florida,” said Bob Swindell, president and CEO of the Greater Ft. Lauderdale Alliance. “But as we seek to diversify the Broward county economy with better skill, better wage jobs for the

people who live here, manufacturing is a vital part of the mix.”

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

Greater Fort Lauderdale Alliance Wins Innovative Marketing Award at FEDC Annual Conference

The Greater Fort Lauderdale Alliance has been recognized by the Florida Economic Development Council (FEDC) with a first place award in promotional and marketing innovation. The award was presented to the Alliance during the FEDC’s annual conference which was held July 27 through July 29 in Tampa. The Alliance took home the best internal publication award for its Annual Report, a yearly publication which provides a report to the community on the accomplishments and activities of the Alliance and the work of its members in growing jobs and improving the business climate in Broward County. The report was created and designed in partnership with the Alliance by Ambit Advertising and Public Relations. FEDC’s annual awards serve to emphasize outstanding marketing strategies and encourage the development of more effective marketing tools. Judging criteria included creativity, impact, quality, originality, and substance.

“Through the Excellence in Marketing Awards, communities in Florida have the opportunity to showcase their best practices in marketing and innovation,” said Amy Evancho, president and CEO of FEDC, who presented the award to Bob Swindell, president and CEO of the Alliance and members of the Alliance staff who attended the conference. “Getting the word out about each of the unique communities in Florida is very important to growing our state.”

“It is an honor to have received this reward,” said Swindell. “Our marketing team creates and distributes a number of great collateral materials, like our annual report, that have been recognized as best in class, and they are useful tools for businesses in our community or those looking at our region as a possible business location.”

In 2007, the Alliance received two marketing awards from the FEDC. The awards were for outstanding external publication for the Alliance’s annual Economic Sourcebook, and for outstanding internal publication for the Alliance’s Annual Report. In 2008, the Alliance received the FEDC Excellence in International Business Regional Category Award along with the Miami-Dade Beacon Council and The Business Development Board of Palm Beach County for their joint work on a South Florida International Marketing and Business Attraction Initiative called South Florida: Your Global Business Connection. In 2009, the Alliance again received the FEDC external publication marketing award for its Economic Sourcebook.

Alliance Leaders Armstrong, Daszkal and Jackson Recognized at 2012 Florida Economic Development Council Conference

Three Greater Fort Lauderdale Alliance volunteer leaders received awards for volunteer leadership at this year’s Florida Economic Development Council (FEDC) Conference held in Tampa June 27 through June 29. J. David Armstrong, Jr., president of Broward College and chair of the Board of Directors for the Greater Fort Lauderdale Alliance, and Michael Daszkal, partner in Daszkal Bolton LLP, one of the top 25 certified public accounting and financial consulting firms serving South Florida, were named the 2012 Richard L. McLaughlin FEDC Southeast Region Volunteers of the Year award winners. The 2012 Toni Jennings Workforce Development Professional of the Year Award for the state of Florida went to Mason Jackson, who is president and CEO of WorkForce One Employment Solutions, a member of the Alliance’s Board of Directors and past chair of the Alliance’s Governor Council.

President Armstrong has been involved directly and indirectly with economic development for more than 25 years. Under his leadership, and working with the Alliance’s CEO Council and other volunteers, the Alliance produced a new television video featuring Alliance CEO Council members and community leaders Wayne Huizenga, Mike Jackson, Roy Krause and Keith Koenig along with Broward County Administrator Bertha Henry and NFL Hall of Famer Dwight Stephenson. The advertising campaign began its 6 month airing cycle in selected cable markets in New York, New Jersey, Connecticut and Boston and on JetBlue in-flight TV in October 2011. He was also one of the original participants in the Alliance’s Information Technology Roundtable and is currently serving as a co-chair of the Broward Six Pillars community-wide strategic visioning process.

Michael Daszkal, a member of the Alliance’s Leadership Council, was honored for his work as chair of the Florida Atlantic Research and Development Authority. Established in 1985, the 94-acre Research Park at Florida Atlantic University is home to 22 technology companies working in conjunction with the FAU College of Engineering and Computer Science, the FAU Charles E. Schmidt College of Medicine and the FAU College of Business.

Mason Jackson has been the President/CEO of WorkForce One Employment Solutions for the past 25 years. Mason led WorkForce One in becoming the first workforce development board in the state of Florida to house a workforce development

director in the office of the local economic development organization, the Greater Fort Lauderdale Alliance. Having this day-to-day connectivity with the companies the Alliance is helping to succeed, grow and expand has advanced the local workforce exponentially and has provided workforce assistance and training opportunities to many companies who may not otherwise know of the programs available to improve the capabilities of the workforce.

Overall, Mason has been involved in workforce development programs for over 34 years and has led numerous efforts to improve the economy in Broward County and provide the best possible workforce to companies in the region. He has provided expertise in a number of areas including serving as a School to Career Trainer for World Class Broward, helping to lead Broward County's VisionBroward strategic visioning effort, and serving on the Greater Fort Lauderdale Alliance's Executive Committee and as Chair of its Governor Council. He is currently serving as a co-chair of Broward's Six Pillars Talent Supply and Education Task Force.

In 2011, Ray Ferrero Jr., chancellor of Nova Southeastern University, past chair of the Greater Fort Lauderdale Alliance and the founding and current chair of the Alliance's CEO Council, was recognized by FEDC as its 2011 Southeast Region economic development Volunteer of the Year. In 2009, Kathy Koch, president and CEO of Ambit Advertising and Public Relations, was the recipient of the Southeast Region Volunteer of the Year award.

"Our volunteer leaders contribute greatly to the success of the Alliance through our public/private partnership, and to Broward County's success in growing jobs in our community," said Bob Swindell, president and CEO of the Alliance. "We are thrilled to have them recognized by an outstanding statewide organization like the FEDC, which acknowledges the importance of volunteer leaders to the work of economic development in our state."

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

Westglades Middle School Wins National Math and Engineering Competition, Again

The Westglades Middle School SECME (South East Consortium for Math and Engineering) team built a better mousetrap car to take first place middle school honors at the national SECME Engineering Design Competition held in late June at the University of Alabama. For the second year in a row, the Westglades Middle team earned top honors at the annual competition. After netting first place at the regional Broward SECME Olympiad, the three-member team, consisting of then eighth-graders James McLaughlin, Zach Xu and Drew Fletcher, earned the right to represent the District at the national final Engineering Design Competition, a highpoint at the annual SECME Summer Institute. The Westglades Middle team received first place at the national competition based on a combination of their car's performance, engineering drawings, technical reports and group interviews.

Teams were required to design and build a racecar that was small, lightweight and powered solely by a standard wooden mousetrap. Students were judged on their car's performance as well as mastery of scientific knowledge, technical engineering drawings and collaboration of ideas through teamwork.

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

Alaska Airlines has begun new nonstop service from **Fort Lauderdale-Hollywood International Airport (FLL)** to Seattle-Tacoma International. The new flight now gives FLL nonstop service to 49 of its top 50 markets.

A new **Broward County** Courthouse is underway in downtown Fort Lauderdale. The new 20-story, 741,000-square-foot courthouse will be built on the site where the judicial parking garage is currently located, just west of the main courthouse building. Demolition of the garage is expected to begin August 24. For information regarding the project scope, history, timeline, maps and renderings and latest updates, please [click here](#).

Broward County has won 25 awards including a Best of Show in the 2012 National Association of County Information Officers (NACIO) Awards of Excellence Competition. NACIO, an affiliate of the National Association of Counties, holds the Awards of Excellence Competition each year to honor the best public information and community outreach efforts by local governments, in a variety of categories.

Total Quality Logistics (TQL) plans to create 50 jobs at a new office at the **Design Center of the Americas (DCOTA)**

complex in Dania Beach. TQL is the third-largest freight broker in the nation which specializes in full truckload transportation.

GUNSTER recently announced that 13 of its South Florida attorneys have been included on the 2012 *Florida Trend* Legal Elite list, including Alliance board of directors member **Bob White**.

Morris Southeast Group/CORFAC International Principal Ken Morris, SIOR announced that Netherlands-based maritime services firm Svitzer Salvage Americas Inc. has signed a 22,961-square-foot storage warehouse lease for a strategic operations center in Dania Beach. To read more, please [click here](#).

Stiles has announced that Stiles Director of Preconstruction Doug Wallace has been appointed President of the Construction Association of South Florida (CASF) after being inducted on June 15th to serve throughout the 2012-2013 fiscal year. Wallace has been active on the CASF Board of Directors since 2007 and in his role, he plans to increase member retention.

Spotlight on Alliance Members

Two new **Corporate Council** members:

A big welcome to new member company **Kelly Services, Inc.**

Kimberley Rolletta, Territory Vice President, South Florida / Miami will be our primary point person. Kelly Services, founded in 1946, provides a wide array of outsourcing and consulting services including recruitment, human resource management, vendor management and outplacement services on a global basis. In 1968 they opened their first international office in Toronto, Canada and in 1972, the first European office in Paris. In 2011, their revenues topped \$5.6 billion and they were ranked 455 in the Fortune 500 list of America's largest companies. Little known fact: William Russell Kelly and his wife Margaret Adderley Kelly retired to Fort Lauderdale. It was their donation that retired the outstanding debt for the Broward Center for the Performing Arts back in 1999. www.kellyservices.com



Hugh McCauley and his team at **Hugh's Culinary** are new members this summer. Hugh has been a successful entrepreneur in South Florida for many years starting his catering business in 1981 after spending time learning his trade at the Sorbonne in Paris, and in restaurants between Fort Lauderdale, Aspen and Cape Cod. Hugh is an avid fisherman and hunter, which will become abundantly evident when you visit his safari room at Hugh's Culinary on August 30th for our next Council Connect. Hugh's Culinary does off-site catering, on-site events and is now getting into corporate and commercial restaurant and food service operations. (They recently took over the kitchen at Stouts, an Irish bar and restaurant in Oakland Park.) www.hughscatering.com



Hugh McCauley

Welcome to both Kelly Services and Hugh's Culinary!

- Gail Bulfin

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

Enterprise Florida Events:

Export Sales Mission to Trinidad & Tobago

August 5 – 8, 2012

Port of Spain, Trinidad & Tobago

Event Type: International Trade and Investment

Industry Sector: Various

Region: Latin America & the Caribbean

U.S. - Africa Air Transportation Summit

October 10 – 12, 2012

Miami, Florida

Event Type: International Trade and Investment

Industry Sector: Various

Region: Africa

Team Florida Mission to Colombia

December 2 – 5, 2012

Bogotá, Colombia

Event Type: International Trade and Investment

Industry Sector: Various

Region: Latin America & the Caribbean

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:

"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 16 & September 20, 2012 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](#).

Hispanic Unity's "Noche de Estrellas" 30th Anniversary Gala

Saturday, September 22, 2012 6:30 p.m.

Location: The Westin Diplomat Resort & Spa, 3555 South Ocean Drive, Hollywood

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

South Florida Manufacturers Association Annual Meeting Symposium & Expo

Thursday, September 27, 2012 1:00 p.m. – 8:45 p.m.

Location: Coral Springs Marriott Hotel, Golf Club & Convention Center, 11775 Heron Bay Boulevard, Coral Springs

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

Glam-A-Thon: 6th Annual Glam Doll Strut

Saturday, October 13, 2012 11:00 a.m. – 3:00 p.m.

Location: Esplanade Park, S.W. 2nd Street at S.W. 4th Avenue, Fort Lauderdale

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

Alliance Calendar of Events

Alliance Partner Council Meeting (by invitation only)

Thursday, August 9, 2012 8:30 a.m. - 10:00 a.m.

Location: Community Education and Cultural Center, 3580 W. Oakland Park Blvd., Lauderdale Lakes

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

Alliance International Action Team Meeting (by invitation only)

Tuesday, August 14, 2012 8:30 a.m. - 10:00 a.m.

Location: Alliance, 110 E. Broward Blvd., Suite 1990, Fort Lauderdale

For more information, please contact Paola Isaac Baraya at 954-627-0128 or at pisaac@gflliance.org

Alliance Council Connect

Thursday, August 30, 2012 6:00 p.m. - 8:00 p.m.

Location: Hugh's Culinary, 4351 N.E. 12th Terrace, Oakland Park

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

Alliance Entrepreneur Council Meeting (by invitation only)

Wednesday, September 12, 2012 8:30 a.m. - 10:00 a.m.

Location: TBA

For more information, please contact Michelle Cook at 954-627-0132 or at mcook@gflliance.org

Alliance Leadership Council Meeting (by invitation only)

Tuesday, September 18, 2012 8:00 a.m. - 9:30 a.m.

Location: TBA

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

Alliance Corporate Council Meeting (by invitation only)

Wednesday, September 19, 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@gflliance.org

Alliance Governor Council Meeting (by invitation only)

Tuesday, September 25, 2012 8:00 a.m. - 9:30 a.m.

Location: TBA

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

Economic Gardening CEO Forum (by invitation only)

Friday, September 28, 2012 8:30 a.m. - 10:00 a.m.

Location: 110 Tower, 110 S.E. 6th Street, Fort Lauderdale

For more information, please contact Michelle Cook at 954-627-0132 or at mcook@gflliance.org

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Greater Fort Lauderdale Alliance Annual Meeting

Thursday, October 4, 2012 6:00 p.m. - 9:00 p.m.

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

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

Calendar subject to change without notice. Please go to www.gflliance.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](#).