



The Broward Alliance
Leading Broward County into Building a
Stronger and More Diverse Economy



The Broward Alliance E-Newsletter August 31, 2009

Top Stories

[Broward Alliance Annual Meeting and Luncheon to be held October 7, 2009. Click here for more information and to register!](#)

International Manufacturer Relocates to Coral Springs Corporate Park

The Coral Springs Economic Development Foundation has announced the relocation of Vutec Corporation's headquarters to Coral Springs. Vutec, a leading international manufacturer of video projection screens and lighting industry products, brings a 32-year record of growth and industry accomplishments to the city.

Vutec will occupy a 102,195 square foot facility in the Coral Springs Corporate Park at 11711 W. Sample Road. The new facility will house the company's offices and its vertically integrated manufacturing operations. Vutec's complete line of state-of-the-art, award-winning video projection screens and accessories will be manufactured there.

To help facilitate the company's relocation and its positive impact on the City's economy, the City Commission approved the issuance of Industrial Development Revenue Bonds (IDBs) in the amount of \$4.2 million to help finance the cost of the project. IDBs provide a source of long-term, below-market-rate financing of capital requirements for new or expanding manufacturing facilities. As the private borrower, Vutec is fully responsible for the debt. The bonds will not constitute a debt or financial obligation on the part of the city.

"We are pleased to welcome a global technology leader to Coral Springs and continue the planned expansion of the Corporate Park," Ralph Merritt, chairman of the Economic Development Foundation, and Mayor Scott Brook said in a joint statement.

Vutec management cited the ability to accommodate the needs of its dealers and distributors and the growth of its functional units as an impetus for the relocation. The company's products are sold through a global distribution network in 69 countries, and are designed for home, commercial, educational and institutional markets worldwide.

CBS Leases 34,000 Square Feet in Fort Lauderdale

CBS Corp. has signed a 10 year lease for 34,622 square feet at 1401 W. Cypress Creek Blvd. in Fort Lauderdale. The second-floor space will be occupied by CBS Interactive, the Internet division of CBS Corp., beginning in January 2010. Ronald A. Schagrin, SIOR of Commercial Property Group, represented the landlord in the lease. Jim Cahlin of Cushman & Wakefield represented the tenant.

Broward Alliance Finalizing Study Mission to Charlotte, NC

Broward Alliance members, partners and community leaders are invited to attend The Broward Alliance's 2009 Study Mission to Charlotte, North Carolina, on September 13 - 15, 2009. The Broward Alliance is conducting the Study Mission to build understanding of

economic development by visiting a top U.S. region and hearing first hand how and why this region is very successful in attracting and growing business investment and jobs. Additionally, the team will be benchmarking economic development initiatives and best practices in the following key *Excellerate Broward* focus areas:

1. Branding/Business Attraction
2. Business Retention/Economic Gardening (Growing Our Own)
3. Emerging Markets/Renewal Energy and Creative Economy (including "Sense of Place")
4. K-12 Education
5. Post-secondary Education/Industry Partnerships

More than 30 business and community leaders from KPMG, South Florida Business Journal, AutoNation, AT&T, Broward County, Coral Springs, Templeton & Company, Starmark International and Citrix are expected to join with key leaders from The Broward Alliance's Executive Committee and Board of Directors for this year's trip.

For more information, to register as a delegate or to support the Study Mission as a sponsor, please [click here](#). The deadline for delegate registration is September 1, 2009. If you have additional questions, please contact Joan K. Goodrich at 954-627-0127 or jgoodrich@browardalliance.org.

Fort Lauderdale City Commission Unanimously Approves Business-Friendly Qualifications for Job Incentives

The City of Fort Lauderdale has unanimously approved an amendment to its economic development incentive program ordinance that reduces the minimum job creation requirement from 100 to 10. This amendment was based on findings and recommendations presented by The Broward Alliance CEO Council's Headquarters Recruitment Strategic Blueprint. One of those recommendations is to make the City's minimum job creation requirement match that of the state of Florida, which is currently 10.

"The City of Fort Lauderdale encourages small business development and recognizes this sector as critical to the long-term success of our economy. Updating our job creation requirements will enable us to present a more business-friendly image to site location specialists, and strengthen our position as a desirable destination for business attraction and relocation," said Jack Seiler, mayor of Fort Lauderdale.

Panama Canal and Port Everglades Unveil New Economic Alliance

The Panama Canal Authority (ACP) has signed a Memorandum of Understanding (MOU) with Port Everglades. ACP Administrator/CEO Alberto Alemán Zubieta and Port Everglades Director Phillip C. Allen signed the MOU during a ceremony held in Panama, agreeing to encourage new business and trade between both organizations.

"Today, we ensure that the ACP and Port Everglades will work together to promote trade to Florida via the Panama Canal. We are both committed to achieving growth and serving the needs of the maritime industry," said Mr. Alemán Zubieta.

By signing the MOU, the ACP and Port Everglades agree to exchange information about their latest modernization efforts. The ACP and Port will also work together to promote maritime trade. This could include joint advertising programs, data interchange and competitive market analyses of the shipping industry.

The total value of economic activity at Port Everglades is almost \$18 billion and approximately 185,000 Florida jobs are impacted by the Port. Port Everglades' trade through the Panama Canal with the Far East and West Coast of South America reached 909,893 short tons in fiscal year 2008 or 15 percent of Port Everglades' containerized cargo throughput.

Currently, the Port is working toward increasing capacity to handle the larger ships that will transit the Canal post-expansion. Slated for completion in 2014, the Panama Canal expansion project will build a new lane of traffic along the Panama Canal through the construction of a new set of locks, which will double capacity and allow more traffic and longer, wider ships.

"East Coast ports, especially ports in Florida, Georgia, South Carolina, and Virginia, are uniquely positioned to take advantage of shifting trade patterns, which will take place because of Panama's visionary expansion plans. Consequently, for Southeast ports, it will be crucial to expand ship berths and ensure adequate harbor depth, as these larger ships will be the norm," said Port Everglades Director Phillip C. Allen. "Today's signing of a Memorandum of Understanding between Port Everglades and the Panama Canal Authority marks our strong commercial and economic bonds and further strengthens it with an alliance for information-sharing and collaboration. It will provide the framework to work together in a series of activities promoting both the Canal and the Port."

Broward Alliance CEO Council and Managing Director Robin Ronne Featured in National Real Estate Publication

The most recent issue of CoreNet Global's *The Leader* magazine features the work of The Broward Alliance CEO Council and its Managing Director, Robin Ronne. The article also points out some of the reasons companies should consider Greater Fort Lauderdale as a choice business location. *The Leader* is the bi-monthly publication of CoreNet Global, the world's largest corporate real estate professional organization.

Education & Workforce Development

Broward County Public Schools is Finalist for Urban School Board Excellence Award

The National School Boards Association's Council of Urban Boards of Education (CUBE) has announced that Broward County Public Schools is one of two finalists for the organization's Annual Award for Urban School Board Excellence. The award honors urban school districts that demonstrate progress in educating children and serve as role models for excellence in school board governance in large urban districts. Atlanta Public Schools was named as the other finalist for the award. The winning district will be announced October 10 during the annual CUBE conference to be held in Austin, Texas.

DeVry University Appoints New President

DeVry University has announced the appointment of Joshua ben Michael Padron as president of its South Florida Metro area. In his new position, Padron's responsibility is to ensure that faculty and staff effectively carry out the mission of the institution by delivering a quality educational experience for students. DeVry University's South Florida Metro comprises three locations: Miramar, Fort Lauderdale and Miami.

Padron is a native of South Florida, earning his bachelor's degree from Palm Beach Atlantic University and an MBA from the University of Phoenix. He is currently pursuing a Doctor of Education (Higher Education Leadership) from Argosy University.

Prior to joining DeVry, Padron was president of Collins College in Tempe, Ariz. Previously, Padron was the campus director for Brooks College in California and vice president of admissions and marketing at Lehigh Valley College in Pennsylvania. In addition, he served as high school director of admissions for the International Academy of Design & Technology in Orlando, Florida.

Michael Fields Named Dean of Nova Southeastern University's Business School

Michael Fields, Ph.D., has been named dean of the H. Wayne Huizenga School of Business and Entrepreneurship at Nova Southeastern University (NSU). In his role, Fields will serve as the chief academic and administrative officer of NSU's business school.

Fields comes to NSU from Central Michigan University, where he has served as dean of the College of Business Administration since 2006. He previously was a member of the faculty at Missouri State University's College of Business Administration from 1990-2006, including serving as associate dean from 1998-2006 and director of the MBA program from 1995-2004. He was also on the faculty at the University of North Carolina – Charlotte from 1985-90.

Prior to entering academia, Fields worked in management in the supermarket, food and retail industries from 1972-81. He earned a Doctorate of Philosophy degree in marketing from the University of Arkansas. He also holds a Master of Business Administration and a Bachelor of Science in Business Administration from Arkansas.

Fields replaces Randolph Pohlman, Ph.D., who stepped down from his position on June 30 after serving 14 years as dean of NSU's business school. Pohlman will remain on the NSU faculty after a six-month sabbatical.

More information on the Huizenga School is available at <http://www.nova.edu/business>.

Oceanographic Center Professor's Shark Fin DNA Research on Exhibit at Smithsonian Institution

The Smithsonian Institution is now exhibiting the shark fin DNA research of NSU Oceanographic Center professor Mahmood Shivji, Ph.D. The exhibit is located at The Sant Ocean Hall of the Smithsonian's Museum of Natural History in Washington, D.C.

Shivji, who is the director of the Oceanographic Center's Guy Harvey Research Institute, created a DNA test that is able to identify which shark species a fin came from in a matter of hours. His pioneering test helped the U.S. Department of Justice recently successfully prosecute a Florida man for his involvement in dealing shark fins of species that are prohibited to harvest under Florida and federal laws. In 2007, Dr. Shivji was recognized by The Broward Alliance as one of South Florida's "world class faculty" members through the Alliance's "Educational Excellence Builds Business" campaign.

Top Rankings

Florida Ranked Among Top Three States for Workforce

For the second year in a row, Florida has ranked among the top three states for workforce in CNBC's Top States for Business.

The workforce rankings are part of CNBC's annual study and are based on several indicators, including the education level of the workforce, the number of available workers, union membership and the relative success of each state's worker training programs in placing participants in jobs. Florida ranked No. 3 in the 2009 study behind Georgia (No. 1) and North Carolina (No. 2).

NSU Ranks No. 1 in Doctoral Degrees Awarded to African-Americans, Hispanics

Nova Southeastern University (NSU) ranks first in the nation in the number of doctoral degrees awarded to African-Americans and the number of doctoral degrees awarded to Hispanics, according to *Diverse: Issues in Higher Education* magazine's annual Top 100 Graduate Degree Producers issue published in August 2009. NSU has now topped the doctoral degrees to African-Americans category for 14 consecutive years.

NSU also ranks third in awarding master's degrees to Hispanics and fifth in awarding master's degrees to African-Americans.

Join Film Florida Online for September 1st Legislative Launch Event - Be a Part of the Film Incentive Initiative!

Join us live on the web courtesy of Tampa Digital Studios. Go to www.filmflorida.tampadigital.com on Tuesday, September 1, 2009, from 4:00 to 6:00 p.m. for the Film Florida Legislative Launch event streamed from the Renaissance Vinoy Resort in St. Petersburg.

The event will include a panel of industry professionals and economic experts who will engage in a dialogue about the Florida film, TV and digital media tax incentive program as it currently exists and how it may be best structured in the future for the greatest benefit to all Florida citizens. The event will be moderated and open to the public.

Legislators in attendance will participate in a Q&A session designed to find a way to adequately fund and structure the film, TV and digital media tax incentive to put Floridians back to work and become part of a long-term solution that will increase revenue for the state.

Third Urban Filmmaker Workshop Scheduled

The Broward Alliance Film Commission is sponsoring the third in a series of Urban Filmmaker Workshops on Wednesday, September 23rd from 3:00 p.m. to 6:00 p.m. The African American Research Library and Cultural Center is hosting the workshop that will focus on product placement in films as well as crew category responsibilities. The purpose of the workshops is to support local independent filmmakers who are working with limited budgets. As the filmmakers gain experience their budgets will grow. The Film Commission wants to encourage this group of filmmakers to continue shooting their projects in Greater Fort Lauderdale.

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

For the sixth year in a row *National Real Estate Investor*, the leading magazine for professional real estate investors, has ranked **CB Richard Ellis** number one out of the world's top 25 property managers. The ranking, featured in the publication's July/August 2009 issue, is based on the total amount of space under management globally as of December 31, 2008.

Point Blank Solutions, Inc., a leader in the field of protective body armor with facilities in Pompano Beach, has been selected as a chosen supplier to produce the Improved Outer Tactical Vest for the US Army. This five-year Indefinite Delivery/Indefinite Quantity contract from the US Army REDCOM Acquisition Center, calls for the production of up to 736,000 Improved Outer Tactical Vests and 253,000 Deltoid and Axillary Protection Systems ("DAPS").

Spherion Corporation's recruitment process outsourcing (RPO) division, SourceRight Solutions, has been named one of the top RPO providers in *HRO Today's* annual "Baker's Dozen" listing. For a second consecutive year, SourceRight Solutions (formerly known as Spherion RPO) was recognized as the number one provider in the "Quality of Service" ranking. Additionally, in the overall listing, SourceRight Solutions received the second highest overall designation among enterprise-wide RPO providers.

Stiles President Doug Eagon announced that as of August 6, 2009, the commercial real estate company's downtown Fort Lauderdale headquarters building has become Florida's first existing multi-tenant office building to receive Gold-level Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB) certification. The U.S. Green Building Council (USGBC) awarded the downtown Fort Lauderdale building, 300 Las Olas Place, the certification under its "green" rating system.

Virgin America has announced it will serve Fort Lauderdale-Hollywood International Airport (FLL) with daily non-stop flights from the West Coast beginning Nov. 18, 2009. Virgin America

will serve FLL with two daily non-stop roundtrips from San Francisco International Airport (SFO) and two daily non-stop roundtrips from Los Angeles International Airport (LAX).

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida Events:

AFRICANDO 2009

September 18 - 19, 2009

Miami

Event Type: International Trade and Investment

Industry Sector: Information Technology

Inbound Marine Buying Mission from Mexico

October 29 - November 5, 2009

Fort Lauderdale

Event Type: International Trade and Investment

Industry Sector: Marine

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 visit <http://eflorida.com/Events.aspx>.

Florida Department of Transportation Regional Workshop

September 9, 2009 4:00 - 7:00 p.m.

FDOT District 4 Auditorium, 3400 West Commercial Blvd., Fort Lauderdale, FL

Regional workshops are being held around the state to obtain public and partner input on the Strategic Intermodal System Strategic Plan update. The Florida Department of Transportation wants your comments and feedback on draft proposals for updating the Plan.

For more information on this and other workshops around the state, please go to www.sisupdate.org.

Florida Redevelopment Association Annual Conference

October 28-30, 2009

Orlando Hilton, International Drive, Orlando

For more information or to register, please go to www.redevelopment.net.

Broward Alliance Calendar of Events

2009 Study Mission Action Team Meeting (by invitation only)

Tuesday, September 1st 8:30 a.m.

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

For more information, please contact Liz Taschereau at 954-627-0133 or at

lizt@browardalliance.org.

Excellerate Broward Cabinet Meeting (by invitation only)

Wednesday, September 2nd 8:00 a.m.

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

For more information, please contact Liz Taschereau at 954-627-0133 or at

lizt@browardalliance.org.

Partner's Council Meeting (by invitation only)

Friday, September 18th 8:30 a.m.

Location: TBA

For more information, please contact Helen Kulp at 954-627-0131 or at

hkulp@browardalliance.org.

Leadership Council Meeting

Wednesday, September 23rd 8:00 a.m.

Location: Broward General Medical Center, 1600 South Andrews Avenue, Fort Lauderdale

For more information, please contact Joan Goodrich at 954-627-0127 or at

jgoodrich@browardalliance.org.

Governor Council Meeting

Tuesday, September 29th 8:00 a.m.

Location: BankAtlantic Headquarters, 2100 W. Cypress Creek Rd, Fort Lauderdale

For more information, please contact Joan K. Goodrich at 954-627-0127 or at

jgoodrich@browardalliance.org.

Corporate Council Meeting

Wednesday, September 30th 8:30 a.m.

Location: TBA

For more information, please contact Helen Kulp at 954-627-0131 or at

hkulp@browardalliance.org.

Broward Alliance Annual Meeting and Luncheon

Wednesday, October 7th 11:30 a.m. - 1:30 p.m.

Location: The Westin Fort Lauderdale, 400 Corporate Drive, Fort Lauderdale

For more information, please contact Joan K. Goodrich at 954-627-0127 or at

jgoodrich@browardalliance.org.

Calendar subject to change without notice. Please visit www.browardalliance.org for the most current calendar of events and meetings and for more information regarding The Broward Alliance.

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Also join our [LinkedIn group](#) (for members only).