



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



## **The Broward Alliance E-Newsletter February 28, 2008**

### **Top Stories**

#### **Broward Alliance Launches New Website**

The Broward Alliance has launched a completely redesigned and enhanced website promoting economic development in Broward County and including a number of new features, capabilities and styles. As in the past, the website continues to provide information to companies considering locating or expanding a business in Broward County, business assistance information to companies already located in Broward County and information and services for investors in The Broward Alliance. It also serves as the Broward Film Commission site. In addition, new features include additional capabilities for site selectors to learn about Broward County and its municipalities; expanded local and investor news; a new blog for economic development and business news; a more user-friendly investor log-in area featuring easier access to other investor information and expanded links to Broward Alliance investor and partner websites; an expanded document library for investors including special research reports; and an enhanced calendar of events section. To view the new website, please visit [www.browardalliance.org](http://www.browardalliance.org).

#### **South Florida's Trade Growth Rate Remains Strong**

South Florida's international trade is poised for another record in 2008 after reaching nearly \$80 billion last year, according to an article in the South Florida Sun-Sentinel by Business Reporter Doreen Hemlock.

"The conditions that made the last few years records for trade remain: a weak dollar and a robust market in Latin America," said Manny Mencia, senior vice president for Enterprise Florida, the state's public/private partnership for economic development. The Latin American and Caribbean region, South Florida's biggest trade bloc, is benefiting from high prices for its exports of oil, metals, soybeans and other commodities. A weak dollar makes U.S. goods cheaper in most other currencies, including the *real* in Brazil, South Florida's largest trade partner.

In 2007, the value of South Florida exports soared nearly 15 percent to \$45.5 billion as Latin American neighbors bought more computers, cell phones, medical equipment and other goods.

South Florida exported so much last year that it posted its highest trade surplus ever. Shipments to foreign countries topped its purchases from abroad by \$11.8 billion, the data showed.

#### **Broward Alliance Sets Spring Quarterly Meeting and Chairman's Reception Date**

Join top business and community leaders at the Spring Quarterly Meeting and Chairman's Reception of The Broward Alliance on Thursday, April 10, 2008 from 5:00 - 7:30 p.m. in the Abdo New River Room at the Broward Center for the Performing Arts. The event is designed to tout economic development accomplishments and achievements, recognize world-class university talent and highlight thought-provoking market leaders. For information on becoming a sponsor, please contact Joan K. Goodrich at 954-627-0127 or via email at

[jgoodrich@browardalliance.org](mailto:jgoodrich@browardalliance.org). To register for the event, please go to [www.browardalliance.org](http://www.browardalliance.org).

## **Education & Workforce Development**

### **Six District High Schools Named Among America's Best High Schools 2008 By U.S. News & World Report**

Six District high schools were named in the America's Best High Schools 2008 report, published by *U.S. News & World Report*. The Broward County schools honored were Atlantic Technical Center, Fort Lauderdale, Nova, Pompano Beach, Stranahan and William T. McFatter. All six schools received silver medal recognition, placing them among the top 3% of high schools reviewed in the study.

The 2008 *U.S. News & World Report* America's Best High Schools methodology, developed by School Evaluation Services, a K-12 education data research business run by Standard & Poor's, is based on the key principles that a great high school must serve all its students well, not just those who are bound for college, and that it must be able to produce measurable academic outcomes that show the school is successfully educating its student body across a range of performance indicators.

The report reviewed 18,790 public high schools in 40 states using data from the 2005/06 school year. Eligible schools in each state needed a grade 12 enrollment and sufficient data to analyze for 2005/06. A three-step process determined the best high schools. The first two steps ensure that the schools serve all students well, using state proficiency standards as the measuring benchmarks. A third step assesses the degree to which schools prepared students for college-level work.

### **School Board Vice Chair Maureen S. Dinnen Named To State's Children And Youth Cabinet**

Broward County Public Schools Vice Chair and District 3 Board Member Maureen S. Dinnen was recently appointed as an ex-officio member of the Children and Youth Cabinet. Dinnen is one of five ex-officio members of the organization, joining Senator Nan Rich, Representative Lorraine Ausley, South Florida Deputy Attorney General Cynthia Guerra and Chief Justice Fred Lewis.

The vision of the Children and Youth Cabinet is for all children in Florida to grow up safe, healthy, educated and prepared to meet their full potential. The mission of the Cabinet is to ensure that the public policy of Florida relating to children and youth promotes interdepartmental collaboration and program implementation in order for services designed for children and youth to be planned, managed and delivered in a holistic and integrated manner to improve the self-sufficiency, safety, economic stability, health and quality of life of all children and youth in Florida.

Ms. Dinnen's appointment is as a designee of Chief Financial Officer Alex Sink. The Cabinet is a council within the Executive Office of the Governor established by legislation in 2007.

## **Rankings & Trends**

### **FAA Honors Fort Lauderdale-Hollywood International Airport with Safety Award**

The Federal Aviation Administration (FAA) Southern Region Airports Division has awarded its "2007 Air Carrier Airport Safety Award" to Fort Lauderdale-Hollywood International Airport. The airport competed for the award with other air carrier airports throughout the southeast. The Southern Region is comprised of Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Puerto Rico, and the U.S. Virgin Islands.

## Florida's Advanced Placement Rate One of the Best

Florida's Advanced Placement (AP) participation rate outpaces the nation according to a report issued by the College Board. In recently released information, the College Board announced that one-fifth of Florida's 2007 public high school graduates passed an AP exam, ranking Florida fourth in the nation. Florida also leads all states in the number of African-American and Hispanic students passing AP exams.

## Creative Economy & Film

### "Untitled Teen Road Movie" Completed

Summit Entertainment, from Los Angeles, just wrapped their film *Untitled Teen Road Movie* that filmed in Dania, Southwest Ranches, Weston, Davie and in Palm Beach and Dade Counties. The production qualified for the State Entertainment Industry Financial Incentive with a projected \$11.7 million dollars as the amount spent in South Florida to make the movie. The ROI calculated by the State for the 15% rebate on film production expenditures is 6.18 to 1. The movie's production office was in the City of Hollywood and the Hollywood Beach Marriott housed the out of town filmmakers. Starring roles went to James Marsden (*X-Men*) and Camille Guaty (*Las Vegas Television Series*).



Sula Miller, Broward Alliance Film Commission Coordinator, meets with Liz Elwell on the set of *Untitled Teen Road Movie* in Dania. The façade of Lorenzo's Restaurant on Federal Highway was magically turned into a Big Boy restaurant by the film's art department.

### "It Can't Happen to Me" Premiered

A video premiere for "It Can't Happen to Me" was screened for invited guests at Cinema Paradiso in February. This is a new program created by *A Child Is Missing Alert Program*, a non-profit organization that assists law enforcement in the early search and recovery of missing children, the elderly, college students living on campus and the disabled.

Executive Producer Sherry Friedlander Olsen contracted with Digital Cut, Inc, a Fort Lauderdale video production company to produce the video. Friedlander-Olsen also enlisted the help of the community to produce the video that is being used to help educate adults and parents on the danger of predators. The cooperating organizations and individuals include Boys & Girls Club of Broward County, Dr. Frank Till, Ph.D., The State of Florida OJJ/FDLE, Senator Jeff Atwater, Representative Ellyn Bogdanoff, Fort Lauderdale Film Commission, Tree Tops Park, Chevron Gas Station Wilton Manors, Lauri Oliva, Sheriff Al Lamberti of the Broward Sheriff's Office, Chief Richard Perez of the Wilton Manors Police Department, BSO Lt. Edward Sileo, BSO Major Kim Tierney, Cinema Paradiso, Rino's Tuscan Grille, The Broward Alliance Film Commission, Jeff Barnes, Kelly Rubin, Didi Laufer, and Pruitt & Associates.

*The Digital Cut, Inc. crew stand in front of the Child Is Missing Alert poster at the video premiere of "It Can't Happen To Me." (L to R) Writer/Director Steve Waxman, John Oliver, owner of Digital Cut and Supervising Producer, and David Becerra, Editor.*



### **Broward Alliance Investor News and Announcements**

#### **Broward Alliance Introductory Memberships Available for Minority and Women Business Enterprises**

The Broward Alliance is currently offering ten Introductory Membership Scholarships to existing, Broward-based minority and women business enterprises (MWBE). Scholarship recipients will receive a membership to The Broward Alliance that includes a number of benefits such as opportunities to participate in various committees which direct economic strategies for Broward County, ability to work with public and private sector leaders and organizations driving Broward's economic agenda, opportunity to influence and provide key input into County-wide economic development issues and strategies, and the opportunity to create business relationships through Broward Alliance meetings, activities and events. To be eligible for the scholarship, businesses must (a) be a certified Minority/Woman/Disadvantaged Business Enterprise or be in the process of seeking certification (which can be attained through the Broward County Small Business Division, Broward County School Board, Broward Health, FL Regional Minority Business Council, or Women's Business Development Center), (b) have their primary place of business in Broward County and (c) be properly licensed to operate a business in Broward County.

Qualified applicants should submit a completed investor application, marketing materials, resumes of the principal officers, a copy of the MWBE certification, and current county and/or city occupational licenses. After receiving applications and nominations, the Alliance's business development department and committee will recommend ten selected businesses to be approved by the Executive Board for introductory membership scholarships. Recipients receive a full scholarship for the first year and are eligible for partial scholarships during years two and three. To learn more about membership scholarships, contact Vielka Quintero at (954) 524-3119. To access a scholarship application, go to [www.browardalliance.org](http://www.browardalliance.org).

#### **British American Chamber of Commerce Welcomed**

Broward County welcomed the new British American Chamber of Commerce of Broward to its international business arena by naming February 15, 2008 British American Chamber of Commerce of Broward County Appreciation Day. The British American Chamber of Commerce of Broward County held its kickoff event onboard the Regent Seven Seas Navigator, where attendees exchanged business cards, met Broward County's Vice Mayor Stacey Ritter, and dined on Regent's exquisite lunch.

Working closely with the British Consul General's office in Miami, the U.K. Trade and Investment Team and the Broward County Office of Economic Development, the British American Chamber of Commerce (BACC) of Broward County has been created to provide an

effective and responsive forum to promote exchange of commerce, business, information and education throughout South Florida, the U.K. and Latin America and the Caribbean.

The British American Chamber is a name well known throughout South Florida. There are chapters in Miami, Palm Beach, and now Broward. The Chambers provide a network of high profile business executives who do business in the U.K., run a U.K. based company located in South Florida, or are looking to start doing business in the U.K.

The Chamber's kickoff event was equal parts business and fun. The founder and president of the Chamber Roy Yates welcomed the group during the networking hour and recognized local economic development partners in attendance such as the U.K Trade and Investment Team, Broward County Office of Economic Development, and The Broward Alliance.

For more information, please visit the Chamber's official website at [www.baccbroward.org](http://www.baccbroward.org).

### **POWERi Technologies Expands**

Plantation-based POWERi Technologies has been chosen to spearhead the Search Engine Optimization for BlackEnterprise.com, the premier online guide to financial empowerment for Black families.

The company also recently announced that it has established a strategic partnership with Lavender Media, Inc. in the People's Republic of China. Lavender Media will represent POWERi, and provide public relations and advertising support to POWERi clients wishing to market their tourism related offerings within the Chinese market. In turn, POWERi will provide further U.S. and Caribbean service and support to Lavender Media's existing Chinese and Middle East clients. Additionally, the company has announced the opening of new offices in St. John's, Antigua to help the company expand its services and product lines into the Eastern Caribbean.

POWERi Technologies is an interactive marketing and digital public relations firm offering clients an integrated set of strategy, technology, and creative services. The firm also specializes in new media, servicing clients with innovative technologies in the field of social media, blogging, podcasting and online media relations.

### **Inc Magazine Looking for Fastest Growing Businesses**

Applications are now being accepted for the Inc. 5,000 awards. The Inc. 5,000 is *Inc.* magazine's and Inc.com's annual list of the fastest growing private companies in America. For 27 years, the Inc. list has featured many companies before they became world-renowned, including Microsoft, Domino's Pizza, and Oracle.

Every company honored on the Inc. 5,000 will be profiled on Inc.com, while the top 10% will be featured in Inc. magazine. The Inc. 5,000 also recognizes the top 100 companies in every major metro area and several other categories. Benefits include coverage in local and national media, as well as access to a broad alumni network courtesy of IncBizNet and Inc. events.

The Inc. 5,000 is an editorial award and there are no fees involved with entering or qualifying. The deadline to apply is April 30th, 2008. For more information, visit [www.inc.com/inc5000](http://www.inc.com/inc5000).

### **Other Investor Briefs / News**

Luckey's Management, Inc., a hotel development and management company, will begin construction this month on a five-story, 122-room Hampton Inn & Suites located at 10990 Marks Way in Phase V of the **Miramar Park of Commerce**. The Hampton Inn & Suites is the first hotel in the Park. "With more than 190 companies and nearly 10,000 employees, the Park is a natural location for a hotel in Miramar," said Maridee Bell, vice president of Sunbeam Properties, developer of the Park, who represented the Park in the transaction.

“The Hampton Inn & Suites not only will be a nice addition for our tenants, but for the community as well. The hotel will serve a need within the city and particularly here at the Park.”

Universidad del Este of the **Ana G. Mendez University System** has been recognized by *U.S. News & World Report* as one of America's Best Colleges for 2008. Ana G. Mendez opened its South Florida campus in Miramar in 2006. Founded more than 55 years ago, Sistema Universitario Ana G. Méndez is based in Puerto Rico, where it serves more than 36,000 students in three institutions: Universidad del Turabo, Universidad Metropolitana and Universidad del Este. The university's South Florida campus integrates all three institutions and offers accelerated bachelor's degrees in management, accounting, computerized information systems, marketing, general elementary education, hotel management, administrative secretary, public health services management, psychology and criminal justice.

**DHL** said its \$80 million contract with Avendra has been extended five years. The Plantation-based express delivery and logistics company said the agreement covers overnight, ground and international delivery. Avendra is a Rockville, Md.-based hospitality procurement services company. As part of the agreement, Avendra and its clients will use DHL for expedited delivery services -- including shipping to and from hotels and resorts, corporate and regional offices, sales conferences, management companies -- and the delivery of payroll.

In another significant step upgrading Downtown Fort Lauderdale's Federal Highway corridor, **Amera Barron** has announced it will transform a former car lot at N.E. 6<sup>th</sup> Street on the east side of Federal Highway, into an iconic free-standing building for Paradise Bank. The Paradise Bank is the latest in a series of initiatives by Amera Barron over the last several years to boost the quality of commercial frontage along Federal Highway between Sunrise and Broward Boulevards, according to developers George Rahael, CEO and founder of Amera Corporation, and Charlie Ladd, president of Barron Real Estate. Groundbreaking is expected in the first quarter 2008, with completion projected by year end.

### **Upcoming Economic Development Meetings, Missions & Events**

#### **Enterprise Florida's Export Sales Mission to the Dominican Republic**

March 9-12, 2008  
Santo Domingo

The Dominican Republic was Florida's 8<sup>th</sup> largest trading partner in 2006 with \$4.8 billion in two-way trade. In 2007, Florida merchandise exports to the D.R. grew an estimated 8-10% to reach over \$2.7 billion – making the D.R. the fifth largest export destination for Florida exports. The strong commercial relationship between Florida and the Dominican Republic is expected to grow significantly with the signing of the DR-CAFTA and the subsequent elimination of most duties.

Enterprise Florida's Export Sales Mission to Santo Domingo is designed to help participants identify and initiate business relationships with customers in the Dominican Republic.

**Enterprise Florida Inc.** (EFI) is a public-private partnership serving as Florida's primary organization devoted to statewide economic development. For a listing of all Enterprise Florida events visit [www.eflorida.com/Events.aspx](http://www.eflorida.com/Events.aspx)

#### **German Market Briefing & Reception**

March 18, 2008  
Becker & Poliakoff, 3111 Stirling Road, Fort Lauderdale

With nearly \$3.3 billion in merchandise exports in 2007, Germany is Florida's 4th largest export market. Join this briefing and reception for one of Florida's most important trading partners and featuring Director Michael Hass and Deputy Director Alexander Bothmann of

Enterprise Florida, Munich Germany. For more information, please contact Sara Feder at 954-627-0132 or at [sfeder@browardalliance.org](mailto:sfeder@browardalliance.org).

### **Florida Innovation Showcase 2008**

March 19-20, 2008

Orlando World Center Marriott Resort

On March 19 & 20, 2008, Florida Innovation Showcase 2008 will provide the forum to showcase Florida's hottest university technologies and research competencies for leveraging research and development efforts. The conference is presented by the Florida Research Consortium, a not-for-profit strategic partnership between Florida's universities, the business community and state government, created to introduce attendees to exciting discoveries being generated as a result of the tremendous volume of research taking place throughout the state of Florida. For more information visit [www.floridaresearch.org](http://www.floridaresearch.org).

### **Broward Housing Partnership "The State of Workforce Housing" Conference**

March 20, 2008

Broward Center for the Performing Arts

Be among the first to hear detailed results from the 2007 Broward County Workforce Housing Update and Municipal Scorecard. For more information or to register online, please visit [www.BrowardHousingPartnership.org](http://www.BrowardHousingPartnership.org).

### **Inter-American Development Bank 2008 Annual Meeting**

April 4-8, 2008

Miami Beach Convention Center

Each year, the Boards of Governors of the Inter-American Development Bank and the Inter-American Investment Corporation meet in one of the Bank's member countries. This year's meeting will take place in Miami. The gathering is a forum for discussion among the institutions' Governors, most of whom are finance ministers, Central Bank presidents, and advisors. The Bank and the host country will be sponsoring a series of seminars on topics of interest to participants prior to the opening of the meeting. For more information, please visit [www.idbmiami08.org](http://www.idbmiami08.org) or call 305-808-7856.

### **Ideas Exchange 2008**

May 8-10, 2008

Events will be held at public locations in South Florida.

The Ideas Exchange 2008 is a festival from May 8 to May 11 whose purpose it is to entice the citizens of South Florida to help develop working solutions for the issues facing the region. Creatives, engineers, architects, business leaders, civic leaders, environmentalists, union leaders, educators, health industry leaders, lawyers, and average citizens will be asked to attend and participate in events where ideas will be discussed and working solutions discovered and implemented. These events will focus on the issues facing the region such as health, transportation, housing, education, business development, and diversity. For more information, please visit [www.sfideasexchange.com](http://www.sfideasexchange.com).

### **Enterprise Florida's Export Sales Mission to Mexico**

May 11- 16, 2008

Monterrey & Veracruz

As a result of NAFTA, Mexico has become a top trading nation in Latin America, and Mexican imports from the U.S. (and Florida) have increased exponentially. Florida exports to Mexico are up an incredible 34% versus the overall U.S. increase of less than 2%, making Florida one of the largest and most important exporting states to Mexico. Through November '07, Mexico imported almost \$3 billion worth of Florida origin exports.

Enterprise Florida's Export Sales Mission to Mexico is designed to help participants identify and initiate business relationships with customers in Mexico. For more information, please visit [www.eflorida.com/Events.aspx](http://www.eflorida.com/Events.aspx).

### **Florida Early Stage Venture Capital Conference 2008**

May 16, 2008  
Orlando, FL

For more information, please visit [www.eflorida.com/Events.aspx](http://www.eflorida.com/Events.aspx).

### **Florida Economic Development Conference**

"Driving Transformation: Innovations Fueling Economic Development"

May 18-20, 2008  
Tampa, FL

Join Florida's leadership in economic development, workforce development and education to share ideas and solutions, gain insight from thought provoking speakers, learn new tools and techniques and discuss policies to drive Florida's innovation economy. For more information, please visit [www.fedc.net](http://www.fedc.net).

### **Bio International Convention**

June 17-20, 2008  
San Diego, CA

BIO is the world's largest biotechnology organization, providing advocacy, business development and communications services for more than 1,100 members worldwide. The mission of the Biotechnology Industry Organization (BIO) is to be the champion of biotechnology and the advocate for its member organizations-both large and small. For more information on the event and registration, please visit the [Bio 2008 website](http://Bio 2008 website) or [www.eflorida.com/Events.aspx](http://www.eflorida.com/Events.aspx).

## **Broward Alliance Calendar of Events**

### **Partner's Council (by invitation only)**

Wednesday, March 5th, 9:00 a.m.

Location: City of Fort Lauderdale Executive Airport

For more information, please contact Joan Goodrich at 954-627-0127 or at [jgoodrich@browardalliance.org](mailto:jgoodrich@browardalliance.org).

### **International Committee Meeting**

Thursday, March 6th, 8:30 a.m.

Location: Greenfield World Trade, 3355 Enterprise Ave., Suite 160, Weston 33331

To RSVP or for more information, please contact Sara Feder at 954-627-0132 or at [sfeder@browardalliance.org](mailto:sfeder@browardalliance.org).

### **Investor Relations Committee**

Wednesday, March 12th, 8:30 a.m.

Location: The Broward Alliance

For more information, please contact Joan Goodrich at 954-627-0127 or at [jgoodrich@browardalliance.org](mailto:jgoodrich@browardalliance.org).

### **Education/Workforce Development Committee**

Thursday, March 13th, 8:00 a.m.

Location: The Broward Alliance

For more information, please contact Ana Zeinieh at 954-524-3114 or at [azeinieh@browardalliance.org](mailto:azeinieh@browardalliance.org).

### **Investor's Council (by invitation only) featuring Commercial Real**

### **Estate Experts**

Thursday, March 13th, 4:00 p.m.

Location: Sun-Sentinel Auditorium, 200 E. Las Olas Boulevard

For more information, please contact Joan Goodrich at 954-627-0127 or at [jgoodrich@browardalliance.org](mailto:jgoodrich@browardalliance.org).

### **Minority Business Development Committee Meeting**

Wednesday, March 19th, 4:00 p.m.

Location: The Broward Alliance

For more information, please contact Sara Feder at 954-627-0132 or at [sfeder@browardalliance.org](mailto:sfeder@browardalliance.org).

### **Executive Committee Meeting (by invitation only)**

Thursday, March 20th, 4:00 p.m.

Location: The Broward Alliance

For more information, please contact Sherma Maycock at 954-627-0125 or at [smaycock@browardalliance.org](mailto:smaycock@browardalliance.org).

### **Creative Economy and Film Commission Meeting**

Wednesday, March 26th, 4:00 p.m.

Location: The Broward Alliance

For more information, please contact Elizabeth Wentworth at 954-627-0122 or at [ewentworth@browardalliance.org](mailto:ewentworth@browardalliance.org).

### **Business Development Committee Meeting**

Thursday, March 27th, 8:00 a.m.

Location: The Broward Alliance

For more information, please contact Helen Kulp at 954-627-0131 or at [hkulp@browardalliance.org](mailto:hkulp@browardalliance.org).

### **Business Assistance Seminar**

Thursday, March 27th, 4:00 p.m.

Location: The Broward Alliance

For more information, please contact Helen Kulp at 954-627-0131 or at [hkulp@browardalliance.org](mailto:hkulp@browardalliance.org).

Calendar subject to change without notice. Please visit [www.browardalliance.org](http://www.browardalliance.org) for the most current calendar of events and meetings and for more information regarding The Broward Alliance.