



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



The Broward Alliance E-Newsletter February 27, 2009

Top Stories

Mike Jackson and T. Boone Pickens Host Energy-themed Town Hall Meeting Via the Web

Mike Jackson, chairman and chief executive officer of Fort Lauderdale-based AutoNation, America's largest automotive retailer, and T. Boone Pickens, chairman of BP Capital Management, jointly hosted a town hall meeting on February 17, 2009 to discuss America's current and future energy situation.

The meeting was presented by Nova Southeastern University's H. Wayne Huizenga School of Business. Topics the two discussed included, among others, federal energy policy, the development of new technology, the development of alternative fuel sources and the geopolitical dynamics related to energy today and tomorrow.

The presentation was also offered as a webcast, and may be accessed via the Internet at <http://www.AutoNation.com> by clicking on the "Investor Relations" link and then clicking on "AutoNation Townhall Meeting Webcast." A playback of the event will be available through May 17th, 2009.

Terranova Signs DHL Global Mail To 20,000 Square Feet

Terranova Corporation has announced that DHL Global Mail, the second-largest mail service provider in the U.S., has signed an office lease at Weston Corporate Centre in Weston, where the international company will establish its North American headquarters. Terranova senior commercial associate Gordon Messinger represented the landlord in the 20,749 square foot transaction, valued at over \$3.2 million. Weston Corporate Centre is located at 2700 South Commerce Parkway in Weston's business district.

Broward Alliance Volunteer Leaders and Local Company Expansion Announced

Ray Ferrero, Jr., president of Nova Southeastern University and chairman of the board of The Broward Alliance, has announced the new volunteer leadership for The Broward Alliance. The announcement was made at the inaugural meeting of the new Broward Alliance board of directors on January 29, 2009. In addition, James P. Tarlton (JT), president and CEO of The Broward Alliance announced an expansion project that will take place in Broward County adding 325 jobs.

Named as officers for 2008-2009 are Peggy Nordeen, president of Starmark International as vice chair, Steven D. Hickman, president and CEO of Florida Shores Bank as secretary and J. David Armstrong, president of Broward College as treasurer.

In addition to the officers, The Broward Alliance's executive committee is comprised of Kathy Koch, president of Ambit Advertising and Public Relations and immediate past chair of The Broward Alliance; James P. Tarlton (JT), president and CEO of The Broward Alliance; Diane L. Brennan, AXA Advisors dba Generational Wealth Management LLC; Gale Butler, AutoNation; Michael Carn, MetroBroward Economic Development Corporation; Arline

Hampton, City of Hollywood; Vice Mayor Ken Keechl, Broward County Board of County Commissioners; Gerard Litrento, Regions Bank; Edward P. Mitchell, Duke Realty; Charles Pisciotta, KPMG LLP; and Of Counsel Deborah Tellerman Berkowitz, Ruden McClosky.

"I am very pleased to introduce this outstanding group of business, government and community leaders as this year's executive committee of The Broward Alliance," said Ferrero. "This is a great time to be working together for the benefit of our economy. We've seen some challenging times and still have challenging times ahead of us, but we are taking the right steps to position The Broward Alliance and Greater Fort Lauderdale for success now and in the coming years. Even though times are difficult now, more than ever, our leadership and investment in economic development is critical to maintaining our short and long-term economic health. This team of outstanding leaders will work very hard to position us as one of the top global business destinations in the world."

For a list of the entire Broward Alliance board of directors, please visit www.browardalliance.org and see "Board of Directors" under "About Us."

During the board of directors meeting, Broward Alliance President and CEO James P. Tarlton (JT) also announced that a manufacturing company already located in Broward County will be adding 335 jobs over the next two years. The company, who has asked not to be identified at this time, will be making a capital investment of nearly \$8 million and occupying an additional 117,000 square feet of office and manufacturing space.

Governor Crist Welcomes Their Majesties The King & Queen Of Spain To South Florida

Governor Charlie Crist welcomed His Majesty King Juan Carlos I and Her Majesty Queen Sofia of Spain to South Florida for the Spain-Florida Business Conference held on February 20th in Miami. Organized by the Governor's Office of Tourism, Trade & Economic Development; Enterprise Florida Inc.; the Embassy of Spain; the Trade Commission of Spain in Miami; Spain-Florida 500 Foundation; and Spain-U.S. Chamber of Commerce, the conference brought together more than 400 business leaders from Spain and Florida, highlighting investment opportunities in renewable technologies.

"What was once a connection defined by interest in exploration and trade has since become one of Florida's most dynamic commercial partnerships." noted Governor Crist. "Spain is a world leader in the development of renewable technologies and committed to addressing climate change. This new opportunity for partnership between our two people will drive success between us for future centuries."

The Governor opened the business conference along with His Majesty The King; U.S. Senator Mel Martinez; Silvia Iranzo, Spain Secretary of State for Commerce; and Spain Commissioner of Trade Belen Cristino. A business panel focusing on investments in clean technologies included participants from Enterprise Florida, Inc., The Spain Institute for Foreign Trade (ICEX), FPL, Acciona a Water, Greenfuel Corporation and Renovalia.

South Florida Small Business Development Centers (SBDC) Reopen

The southeastern-most region of the Florida SBDC Network has reopened after being closed since December 2008. It is now operating as four separate SBDC regions with seven new offices. The organizations assist entrepreneurs and businesses. New partner organizations are being sought to ensure long-term sustainability of the programs in the Miami-Dade-Monroe and Broward regions. The interim office in Fort Lauderdale is led by Rafael Cruz and is open Monday through Friday from 8:00 a.m. to 5:00 p.m. The office's phone number is 954-762-5201. All counseling with the SBDC is provided free of charge and training events are free or offered at a minimal charge.

To learn more about the Florida SBDC Network, please visit www.FloridaSBDC.org or call 1-866-737-7232.

Florida Institute for Commercialization of Public Research Hosts Florida Innovation Caucus Meeting

The Florida Institute for the Commercialization of Public Research (The Institute), Florida's one-stop-shop for new venture creation, recently hosted a meeting of the Florida Chamber of Commerce Foundation's Innovation Caucus. The Caucus is a group of business and academic leaders who gather each month to encourage development of Florida's innovation clusters and a knowledge-based workforce.

The Institute is Florida's clearinghouse for investors, entrepreneurs and other partners who seek to identify new opportunities based on technologies developed through publicly-funded research, and matches promising technologies with experienced entrepreneurs who then create and develop new companies.

The Florida Institute for the Commercialization of Public Research (The Institute) was established through legislation passed in 2007 to stimulate growth of science and technology-based companies in industries that are driving the global economy. Senator Jeremy Ring (D-District 32) was instrumental in passing this legislation that promises to have a significant impact on Florida's innovation economy.

For more information, visit www.florida-institute.com or contact Gary Keller, Executive Director, at gary.keller@florida-institute.com or call 561-368-8889. The Institute is located within the Florida Atlantic University Research and Development Park in Boca Raton.

"Meet the Agencies" Workshop Series Designed to Help Small Businesses

Broward County's Office of Equal Opportunity Small Business Development Division is presenting "Meet the Agencies," a free seminar series designed to provide small business owners with an insider's look at how Broward County agencies operate and how they work with the local business community. The workshop series is part of Broward County's commitment to providing the local business community with opportunities in County procurement. The series will be held from 6:30 to 7:00 p.m. on various dates throughout the year at the African-American Research Library and Cultural Center, 2650 Sistrunk Blvd. in Fort Lauderdale. For more information, call the Broward County Small Business Development Division at 954-357-6400 or visit www.broward.org/smallbusiness.

Education & Workforce Development

Five District High Schools Named Among Best High Schools 2009 by U.S. News & World Report

Five Broward County Public Schools High Schools - Atlantic Technical Center, Nova High School, Pompano Beach High School, Stranahan High School and William T. McFatter High School - were named among the Best High Schools 2009 in a recent analysis conducted by U.S. News & World Report. All five Broward County Public Schools received silver medals - representing the top 3% of high schools in the country. To view the entire report, please go to <http://www.usnews.com/sections/education/high-schools>.

Local Companies Receive Training Grants

The Broward Alliance and WorkForce One are proud to announce that Interplex Sunbelt, Inc. is the latest recipient of an Incumbent Worker Training grant. Interplex Sunbelt, Inc. was awarded \$50,000 to train 80 of their existing employees. The Incumbent Worker Training Program provides training to currently employed workers to keep Florida's workforce competitive in a global economy and to retain existing businesses. To learn more about this

training grant or other state and local workforce grants, please contact Ana Zeinieh, Director of Workforce Development, at azeinieh@browardalliance.org or (954) 524-3114.

Free Online Job Posting Available to Business

WorkForce One can reduce a businesses' recruitment costs with free online job postings. Companies can enter their job openings at www.employflorida.com and WorkForce One staff can pre-screen candidates on their behalf. For additional information about this and other ways your business can survive and prosper during the current economic downturn, visit www.wf1broward.com or call (954) 677-JOBS.

Hallandale Adult Community Center Teacher Named Broward's Teacher of the Year

Tony Dutra, a reading teacher at Hallandale Adult Community Center, says his teaching philosophy is inspired by the words of Mahatma Gandhi, "We must be the change we wish to see in the world." That philosophy, along with his teaching skills and dedication, led Dutra to be named Broward County Public Schools 2010 Teacher of the Year at an event held at the Broward County Convention Center on January 28, 2009.

Each year, individual schools across the District honor one of their teachers as the school's Teacher of the Year. These teachers are entered into the District's Teacher of the Year program. For more information about the program and to see the list of finalists, please go to <http://www.browardschools.com/awards/toy/index.htm>.

Virginia Shuman Young Elementary Receives National Award

Virginia Shuman Young Elementary in Fort Lauderdale has been selected for a Magnet Schools of America (MSA) Merit Award as a Magnet School of Excellence. The Magnet School of Excellence Award is the top award given by MSA and is based on a commitment to high academic standards, curriculum innovation, successful desegregation/diversity efforts and the consistent delivery of high quality education to students. Fifty-three magnet schools from across the country were named Magnet Schools of Excellence. The school is part of Broward County Public Schools, the nation's sixth largest public school system and the largest fully accredited district with over 255,000 students in more than 260 schools and education centers.

Creative Economy and Film Commission

Governor's Budget Includes \$10 Million for Film and Entertainment Industry Financial Incentive Program

In the most challenging budget year in recent memory, Governor Crist faced difficult decisions when determining his FY2009-2010 budget recommendations for economic development investments. His recommendation for the Film and Entertainment Financial Incentive Program represents \$10 million of his overall economic development budget recommendation of \$157.1 million. The recommendation is a significant increase from the \$4,799,929 appropriation for the current fiscal year, bringing the incentive back to almost half of the FY2007-2008 appropriation. During FY2007/2008, the incentive budget of \$25 million attracted 53 productions which generated a nearly \$7 return for every \$1 of incentive funds rebated for Florida resident wages and Florida businesses. In a recent press conference, Governor Crist specifically acknowledged the importance of Florida's \$17.9 million film and entertainment industry.

Budget information specific to Florida's Film and Entertainment Industry Incentive Program is available at http://www.thepeoplesbudget.state.fl.us/Highlights/economy/economy_home.aspx by scrolling down to the "Florida Film Industry" section. The Governor's budget recommendations are for a \$10 million appropriation (not a tax credit). This is separate from

the two bills filed for the upcoming legislative session that propose a tax credit for the industry.

History Channel Produces a Segment of UFO Hunters in Broward

Filming for an episode of UFO Hunters was shot on Hallandale Beach, Hollywood Beach and at a retail shop in Fort Lauderdale, Blue Water Books and Charts. The episode will investigate a USO or Unidentified Submerged Object case and the topic is top secret until it airs on the History Channel in March. UFO HUNTERS, a new HD series on The History Channel, follows a group of experts as they subject some of history's most intriguing UFO accounts, and the evidence surrounding them, to exhaustive scrutiny in an effort to uncover the actual facts.

The series is a spinoff from the network's hit program "UFO HUNTERS" which premiered in 2005. The new HD series UFO HUNTERS premiered Wednesday, January 30th, 2008 at 10:00 p.m. ET/PT on The History Channel.

Art Institute Students Assist in Film Commission Marketing Initiative

A team of students from the Art Institute of Fort Lauderdale is assisting the Broward Alliance Film Commission in creating an E-marketing campaign by producing short videos of some of Broward County's most unique filming locations. Broward Alliance Board member Dr. Amy Phillips, Art Institute Program chair of Broadcasting, Digital Filmmaking & Video Production, developed the idea and is coordinating the project.

Through the cooperation of owner Dennis DeVeugh, Davie's Western Town was the first location where the students filmed. The Western Town, also known as Little Critter's Ranch, is a film location set that DeVeugh rents out to the industry for film and still photography shoots and to the public for events. The set features a saloon complete with brass rails and spittoons, livery, general store, a log cabin, horse and buggies, and even stagecoaches and chuck wagons. Next on the students' schedule is an afternoon filming at the Bonnet House and grounds which has often been touted as a "special find" by film and video producers as well as still photographers.

When completed, the videos will be emailed, one a month, to past and prospective clients in the film, television and still photography industry as a way of keeping Broward "top of mind" when deciding on where to shoot their next project.

Broward Alliance Investor News and Announcements

Stiles Realty Announces Four Las Olas Transactions

Stiles Realty has announced that Café Europa and three other restaurant and retail tenants have leased or purchased space along Las Olas Boulevard. In addition to Café Europa restaurant, which is reopening in a new location, the tenants are C. Orrico designer clothing boutique; Bova Smoke, an upscale cigar bar and lounge; and Pita Pit restaurant.

Moss & Associates Completes \$106 Million CityPlace South Tower

Fort Lauderdale-based Moss & Associates has announced the completion of CityPlace South Tower, a \$106 million mixed-use construction project in West Palm Beach. Developed by The Related Group, CityPlace South Tower is a 20-story condominium tower with 380 luxury units and 40 private villas, as well as 9,333 square feet of street-level commercial and retail space. An adjoining 8-level parking structure with 685 spaces is topped by a 22,940 square foot recreation deck that features resort-style pool and spa, cabanas, cascading fountains and Palm Beach style gardens. Moss & Associates completed the project in budget and

ahead of schedule, and received the Sunshine State Safety Recognition Award from the University of South Florida for its on-site safety program.

Broward County Releases 2008 Annual Report

Broward County's Annual Report for Fiscal Year 2008 is now available. The report details the progress, achievements and accomplishments of County government as it focuses on regional issues for the County's 1.7 million residents. The 2008 Annual Report is available online at www.broward.org. For a printed copy, email publicinfo@broward.org or call the Office of Public Communications at 954-357-6990.

Kelley Shanley Named President/CEO of the Broward Center for the Performing Arts

Kelley Shanley, who has served as executive vice president/general manager of the Broward Center for the Performing Arts since 1999 has been named president and chief executive officer of the Broward Center for the Performing Arts. He replaces Mark Nerenhausen who announced in December that he would be leaving for a similar post at the Dallas Center for the Performing Arts.

New Director of the South Florida U.S. Export Assistance Centers Named

Eduardo Torres has been named the new Director of the South Florida U.S. Export Assistance Centers of the United States Department of Commerce; assisting U.S. companies in understanding the technical aspects of international marketing and helping them become successful exporters. His offices in Fort Lauderdale and Miami provide export counseling, information on foreign markets, international contacts, and advocacy services. Around the world, the 1,400 men and women of the Commercial Service promote U.S. businesses abroad from U.S. embassies, consulates, commercial centers, and domestic offices.

Torres has served at the U.S. Embassy in Mexico during a temporary duty assignment. He has also served in Santo Domingo, Dominican Republic as the Acting Senior Commercial Officer for the Caribbean, and as the Principle Commercial Officer in Ho Chi Minh City, Vietnam. He recently transferred from Fresno, California where he was the Director of the U.S. Export Assistance Center serving over 9 counties in Central California.

Greater Fort Lauderdale/Broward County to be Featured in Florida Trend

The May 2009 issue of Florida Trend magazine will feature a Community Portrait of Greater Fort Lauderdale/Broward County. Topics for the section will address such issues as who lives here, ethnicity, age, religion and political preference as well as immigration. The magazine will look at economic vitality, the major engines that drive Broward's economy and top employers. Quality of life, including entertainment, sports, downtowns, schools and even air quality will be discussed. To wrap up the section, a guest written article will be included on "Why I live here." Submissions for this article can be sent to Mark Howard at mhoward@floridatrend.com.

For information about advertising opportunities, please contact Lori Jacoby, Florida Trend's South Florida Associate Publisher. Lori can be reached at ljacoby@floridatrend.com or at 954-916-4144.

Broward Health Wins 2008 Emerald Award from the Broward County Board of Commissioners

Broward Health system-wide has received the 2008 Emerald Award from the Broward County Board of Commissioners for its pollution prevention and recycling efforts. The Emerald Award Program annually recognizes, honors and promotes environmentally sound businesses in Broward County for their efforts to protect the environment.

Broward Health's Heart Chief Named One of "America's Top Doctors"

Broward Health is proud to announce that Michael A. Chizner, M.D., noted cardiologist and Chief Medical Director of the Heart Center of Excellence, has been selected by his peers for inclusion in America's Top Doctors, the authoritative reference guide to the best in American medicine, published by Castle Connelly Medical Ltd. Castle Connelly compiled the list of America's top doctors by soliciting nominations from tens of thousands of physicians along with the medical leadership of top hospitals nationwide. Of more than 700,000 physicians in the country, less than 1% of physicians were chosen.

CB Richard Ellis Promotes Travis Herring to Vice President

CB Richard Ellis, Inc. has announced the promotion of Travis Herring to vice president. Mr. Herring joined CB Richard Ellis' downtown Fort Lauderdale office in 2002, specializing in office properties with a focus on institutional and private landlords throughout South Florida and has represented clients such as Invesco Realty Advisors, Cabot Investments, In-Rel Management, PNC Realty, and Duke Realty Corporation. During the past seven years, he has been involved in more than 350 transactions with a total consideration in excess of \$200 million.

Broward Alliance Chairman Ray Ferrero, Jr. Featured in *Estate Lifestyle*

Ray Ferrero, Jr., president of Nova Southeastern University (NSU) and chairman of the board of The Broward Alliance is featured in the February 2009 edition of *Estate Lifestyle*. In the article, President Ferrero talks about his work at NSU and also discusses his role at The Broward Alliance. To view the entire story, please [click here](#).

Other Briefs/News

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida Events:

Dubai International Boat Show 2009

March 3-7, 2009

Dubai, United Arab Emirates

Florida Pavilion at Moscow International Boat Show

April 9-12, 2009

Moscow, Russia

Hemispheric Congress of Latin Chambers

May 26-30, 2009

Miami, FL

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

South Florida Global Business Summit

March 20, 2009 7:30 a.m. to 4:30 p.m.

Hard Rock Hotel and Casino, Hollywood

For more information, please go to www.globalbizsummit.com.

South Florida International Meeting

March 20, 2009 8:30 a.m.

Garfield Community Center, 300 Connecticut Street, Hollywood
Featured Speaker: Ken Roberts, President of *WorldCity*, presenting results of *WorldCity's* second annual South Florida Global Economic Impact Study
For more information and to register, please [click here](#).

Broward Alliance Calendar of Events

Entrepreneur Council Meeting

Wednesday, March 11, 8:30 a.m.

Location: Tower Club, 100 SE 3rd Ave # 28, Fort Lauderdale

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

Corporate Council Meeting

Wednesday, March 18, 9:00 a.m.

Location: City Furniture, 6701 N. Hiatus Road, Tamarac

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

Leadership Council Meeting

Wednesday, March 25, 8:00 a.m.

Location: Downtown Fort Lauderdale TBA

For more information, please contact Joan Goodrich at 954-627-0127 or at jgoodrich@browardalliance.org

Governor Council Meeting

Tuesday, March 31, 8:00 a.m.

Location: The Broward Alliance

For more information, please contact Joan 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.