



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



## **The Broward Alliance E-Newsletter July 30, 2009**

### **Top Stories**

#### **Broward Alliance Finalizing Study Mission to Charlotte, NC**

The Broward Alliance's Leadership Council is finalizing plans for The Alliance's upcoming economic development team study mission to Charlotte, North Carolina. The mission will be held September 13-15, 2009, and is being organized by Ted Martin, KPMG, and Holly Svekis, South Florida Business Journal. Following are the areas to be studied (with private sector leaders indicated in parenthesis): 1) business retention/economic gardening; 2) branding/business attraction/incentives toolbox (Gale Butler, AutoNation); 3) post secondary-industry partnerships; 4) K-12 education (Margarita Castellon, AT&T) and 5) emerging markets (Steve Hickman, Florida Shores Bank).

Broward Alliance members who have an interest in participating in a leadership role or as a delegate should contact Joan Goodrich, executive vice president, at 954-627-0127 or [jgoodrich@browardalliance.org](mailto:jgoodrich@browardalliance.org).

#### **Meeting Update - Broward Alliance Summer Meeting and Annual Meeting Consolidated**

Due to a full schedule of Broward Alliance Council meetings and a Study Mission to Charlotte, North Carolina in September 2009, The Broward Alliance has decided to consolidate its Summer Meeting (originally scheduled for August 25<sup>th</sup>) with its 2009 Annual Meeting & Luncheon to be held on Wednesday, October 7, 2009. The Annual Meeting will be held from 11:30 a.m. – 1:30 p.m. at The Westin Fort Lauderdale, 400 Corporate Drive, Fort Lauderdale, FL 33334.

All members of The Broward Alliance are encouraged to attend their September Council meetings to receive the 2009 Who's Who in Economic Development directory and the next issue of the Business & Economic Quarterly publication.

All registered guests of the Summer Meeting will automatically be registered for the Annual Meeting, The Broward Alliance's largest event of the year. If any guest finds that they have a new scheduling conflict with the Annual Meeting, substitutions will be allowed until September 25, 2009 or refunds will be issued.

For assistance, please contact Joan K. Goodrich, Executive Vice President at 954-627-0127.

#### **The Broward Alliance Seeks Marketing Partner to Raise Awareness and Further Expand Economic Growth in the County**

The Broward Alliance has announced it is seeking responses to a Request for Qualifications (RFQ) from marketing and branding firms. The issue date for the RFQ is July 22nd and interested firms must respond by 5:00 p.m. on August 7th, 2009.

The Broward Alliance has been at the forefront of heightening the perception of Broward County as a world-class location for business. For the continued development of a strong and diversified Broward economy, it requires the services of an expert marketing agency.

"We will be evaluating the firm's ability to convey and communicate the economic development priorities of our organization to both U.S. and international companies," said Ron Drew, vice president of marketing and communications for The Broward Alliance.

According to the RFQ statement, "The Broward Alliance desires to develop and implement an economic development marketing and branding campaign to increase, among business leaders and corporate site selection decision makers, the positive perception that Greater Fort Lauderdale is a highly desirable place to do business and to generate new business development leads. The ultimate goal is to attract corporate, regional and international headquarters and other targeted industries to Greater Fort Lauderdale contributing to new job creation and capital investment." To download the RFQ, visit [www.browardalliance.org/rfq](http://www.browardalliance.org/rfq).

### **Allstate Insurance Closes Lease Deal in Coconut Creek**

Allstate Insurance Company has leased portions of two of the three floors of the 75,000 square foot office building that is part of The Promenade at Coconut Creek, a 230,000 square foot lifestyle center with over 75 better retailers and restaurants. The Illinois-based insurance corporation will occupy nearly 34,000 square feet and is expected to move in the last quarter of 2009.

Ohio-based Stanbery Development opened the "Live-Work-Play" shopping center, their first in Florida, in November 2008 as the largest mixed-use lifestyle destination in Northern Broward County. The center, a focal point of Coconut Creek's newly created Mainstreet, is expected to receive LEED certification, rendering it one of the first major developments in the Southeast U.S. to meet high standards for environmentally responsible design.

### **The Broward Alliance and WorkForce One Assist Hoerbiger In Obtaining Quick Response Training Grant**

The Broward Alliance has announced that Hoerbiger Corporation has been awarded a Florida Quick Response Training Grant for \$301,350 by Workforce Florida. The grant will help Hoerbiger create 58 new jobs and provide customized training for the new employees and 272 existing employees at its Pompano Beach location over the next two years. The training will be coordinated through Broward College. The company is active throughout the world as a leading player in the fields of compression technology, automation technology and drive technology.

"Hoerbiger recognized the need for additional employee training as they were working to expand their operations in Pompano Beach," said James P. Tarlton (JT), president and CEO of The Broward Alliance. "The Broward Alliance was able to assist by identifying an appropriate grant through our partnership with WorkForce One and helped facilitate the grant application process. The referral was made by June Wolfe, president of the South Florida Manufacturers Association."

"Our goal is to attract, retain and develop the best employees, and we continually invest in their skills and talents," said Hannes Hunschofsky, president of Hoerbiger Corporation of America, Inc. This grant helps make those training resources possible."

Other companies and organizations that have recently received training grants totaling more than \$200,000 through the assistance of The Broward Alliance and WorkForce One include 3 Dimensional Engineering, Inc.; Cbeyond; Certified Metal Finishing, Inc.; the City of Tamarac; Forecast Trading; Interplex Sunbelt, Inc.; and Ultimate Manufacturing Inc. For information about available training programs, please contact Vernon Bailey, Director of Workforce Development for The Broward Alliance and WorkForce One, at 954-524-3114.

## **Education & Workforce Development**

### **J. P. Taravella High School Students Excel at National Forensic Tournament**

Three recent graduates of J. P. Taravella High School earned high honors at the 2009 National Forensic League national tournament held June 14 - 16 in Birmingham, Alabama. The competition attracted over 3,500 students from all 50 states. The National Forensic League is the nation's oldest and largest speech and debate honor society.

### **South Plantation High School Solar Knights Win Top Prize at Dell Winston Solar Car Challenge**

Thirteen South Plantation High School students won first place at the National Dell Winston Solar Car Challenge, held recently at the Texas Motor Speedway. Solar Knight II, the 650-pound solar car entered by the South Plantation High School team, completed a total of 395 laps (592.5 miles) over the four-day event. The car averaged 26 miles per hour over the course of the 23 racing hours, with a top speed of 38.5 miles per hour.

## **Creative Economy and Film Commission**

### **Reality Program Features Broward Sheriff's Office Police Women**

On August 6th, TLC Network introduces *Police Women of Broward County*, a new 10-part docudrama showcasing the fast-paced action surrounding a remarkable group of women working at the Broward Sheriff's Office (BSO). The TLC press release describes the show, "From gang busts to car chases to undercover sting operations, TLC's cameras capture the harsh and harrowing reality of females in law enforcement, with unprecedented access to the agency's inner workings." Premiering Thursday, August 6, at 9:00 p.m. "*Police Women of Broward County* follows the lives of four women as they juggle the needs of their families with intensely demanding . . . and often dangerous . . . jobs." BSO Public Information Officer Mike Jachles worked with the producers and crew during filming of the reality program throughout Broward County. The BSO Officers who are featured are Ana Murillo, Andrea Penover, Julie Bower and Shelunda Cooper.

According to Producer Bill Povletich, "More than \$500,000 was spent locally on hotel rooms, equipment rentals, local labor, food and supplies while in Broward during our two months of principal photography for *Police Women of Broward County*. Our two biggest local vendors were the Sheraton Suites-Plantation and Enterprise Car Rental." Povletich rated both the hotel and the hotel's sales manager, Terry Behal as "fantastic" during the Film Commission's exit interview and the local crew, "professional and skilled."

### **Writer/Producer Ron Lang Lends Expertise to Local Filmmakers**

When The Broward Alliance Film Commission asked noted Writer/Producer Ron Lang to help with the goal of supporting our local independent filmmakers he immediately agreed. Lang worked with commission staff to coordinate a practical workshop on screenwriting by reviewing filmmakers' clips that exhibited dialog of produced work. The format of the workshop, held July 28, was to examine each clip and discuss how to improve the writing for greater impact.

Born in Hollywood, Florida, Lang's most notable success is the movie *All About the Benjamins*, a feature film he wrote and executive produced starring Ice Cube and Mike Epps. New Line Cinema released the film in 2002 and the gross box office receipts totaled \$26 million. Lang is in the final stages of developing his next film, *Rock the Cash Bar* that he hopes to film in South Florida.

Lang got the interest and passion to become a filmmaker after seeing the potential of South Florida's growth in the motion picture industry, not just as a shooting location but also as a place to develop and finance films. He worked as an extra on a number of movies in South Florida to learn the business. He saw the potential of South Florida talent behind the scenes, as well as in front of the camera. It wasn't until being on the set of the movie *Any Given Sunday*, starring Al Pacino and Jamie Foxx that he decided to take a journey to Hollywood, California to represent South Florida as a filmmaker.

Lang started his networking strategy hours after landing on the west coast at Los Angeles and never looked back. Needless to say he represented our region well and brought South Florida the hit movie *All About the Benjamins*, spending \$10 million on production in Miami and Hollywood.

### **Business Briefs and Broward Alliance Member News**

(Broward Alliance members in bold)

**Broward Health's** Broward General Medical Center has been recognized for achievement in using evidence-based guidelines to provide the best possible care to patients through The American Heart Association/American Stroke Association's Get With The Guidelines<sup>SM</sup> program.

The Florida League of Cities will honor the **City of Tamarac** with its coveted Environmental Stewardship Award, one of three Florida Municipal Achievement Awards, during the League's annual educational conference on August 14 in Orlando. The Florida Municipal Achievement Awards Program is designed to recognize innovations and excellence in municipal government. The City of Tamarac is receiving the award for its proactive conservation efforts that afford the public the opportunity to act as environmental stewards.

Fort Lauderdale-based Home Diagnostics, Inc., leading manufacturer and marketer of diabetes testing supplies, has announced the launch of TRUEmanager™ Diabetes Management Software. The software allows patients to easily download blood glucose testing results from their meter directly onto a home computer. The system compiles patient demographics into seven easy-to-read reports that show patterns and trends in glucose results.

The **School Board of Broward County's** Supplier Diversity and Outreach Program Office will host its Annual Minority/Women Business Expo 2009 at Coral Springs High School, 7201 West Sample Road, Coral Springs, on Thursday, August 6 from 9:00 a.m. to 4:00 p.m. The District welcomes all MBEs, organizations and corporations to attend.

The **South Florida Business Journal** is currently accepting nominations for the *Key Partners Awards* and *The Excellence in Health Care Awards*. To submit a nomination for either award program, please go to: <http://southflorida.bizjournals.com/southflorida/nomination/>

**Starmark International, Inc.** has recruited New York agency CEO and brand integration expert, Jeff McClelland to lead its growing Fort Lauderdale-headquartered agency as President. Jeff replaces Peggy Nordeen, who now assumes the role of CEO and Dan Estes, previously Starmark's CEO, now to Chairman of the agency.

**Stiles Corporation** has announced statewide expansion of its third-party retail leasing services, adding staff in key markets and securing contracts to lease over 400,000 square feet of space, including five retail centers throughout Florida owned by investors advised by Prudential Real Estate Investors (PREI®). "In growing our statewide leasing program, we focus on giving retail property owners the competitive edge through our team's local market knowledge, regional and national tenant relationships in conjunction with full-service capabilities," said Ryan Karlin, director of retail leasing, Stiles Realty.

### **Broward Alliance Economic Sourcebook Advertising Space Available**

The Broward Alliance is again working with the *South Florida Business Journal* to publish its annual award-winning *Economic Sourcebook*. This valuable guide serves as a primary marketing tool to promote the entire Greater Fort Lauderdale/Broward County area. The *Sourcebook* is distributed in a number of ways including to Broward Alliance members, included in national and international marketing kits, available at Chambers of Commerce and Broward County libraries, and can be viewed on The Broward Alliance website. Broward's *Economic Sourcebook* provides Broward Alliance members with an outstanding marketing

opportunity. The deadline for reserving space for this year's book is August 7th. For additional information, please contact Amy Allen at 954-949-7561 or [aallen@bizjournals.com](mailto:aallen@bizjournals.com).

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

#### **Enterprise Florida Events:**

##### **FIME Trade Show**

August 12 - 14, 2009

Miami Beach

Event Type: International Trade and Investment

Industry Sector: Life Sciences

##### **AFRICANDO 2009**

September 18 - 19, 2009

Miami

Event Type: International Trade and Investment

Industry Sector: Information Technology

**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>.

##### **Finding Profitable Opportunities in Overseas Markets Leadership Americas Forum**

August 11, 2009 8:00 - 11:00 a.m.

Greater Miami Chamber of Commerce, 1601 Biscayne Blvd., Ballroom Level, Miami

For more information and to register, please go to

[http://www.miamichamber.com/events\\_programs/calendar\\_events.asp?cale\\_id=1252](http://www.miamichamber.com/events_programs/calendar_events.asp?cale_id=1252).

##### **ULI Southeast Florida/Caribbean: A New Era: the Post-Recession Landscape for Real Estate Development**

August 13, 2009 8:00 - 10:00 a.m.

Nova Southeastern University, Carl DeSantis Bldg., Miniaci Performing Arts Center

For more information and to register, please go to

<http://commerce.uli.org/AM/AMTemplate.cfm?template=/Conference/ConferenceDescription.cfm&ConferenceID=5062>.

##### **CONNECT THE DOTS: Americas Linkage**

A program of the Greater Miami Chamber of Commerce

August 24 - 28, 2009

Sao Paulo, Curitiba & Fortaleza, Brazil

For more information and to register, please go to

[http://www.miamichamber.com/events\\_programs/calendar\\_events.asp?cale\\_id=1254](http://www.miamichamber.com/events_programs/calendar_events.asp?cale_id=1254).

##### **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](http://www.sisupdate.org).

### **Broward Alliance Calendar of Events**

**Excellerate Broward Cabinet Meeting (by invitation only)**

Wednesday, August 5, 2009 8:00 a.m.

Location: Starmark International, 1815 Griffin Road, Dania Beach

For more information, please contact Liz Taschereau at 954-627-0133 or at [lizt@browardalliance.org](mailto:lizt@browardalliance.org)

**2009 Study Mission Action Team Meeting (by invitation only)**

Wednesday, August 12, 2009 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](mailto:lizt@browardalliance.org)

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

Friday, August 21 8:30 a.m.

Location: Davie Town Hall, 6591 Orange Drive, Davie

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

**Leadership Council Meeting**

Wednesday, September 23 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](mailto:jgoodrich@browardalliance.org).

**Governor Council Meeting**

Tuesday, September 29 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](mailto:jgoodrich@browardalliance.org).

**Corporate Council Meeting**

Wednesday, September 30 8:30 a.m.

Location: TBA

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

**Broward Alliance Annual Meeting**

Wednesday, October 7 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](mailto:jgoodrich@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.

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