



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



The Broward Alliance E-Newsletter June 30, 2009

Top Stories

Business and Community Leader Input Sought for Update of Florida's Strategic Economic Development Plan

Enterprise Florida is calling on Florida's business, education, government and economic development leaders to provide input into an update of the state's strategic plan for economic growth.

Enterprise Florida's board is charged with developing the plan and submitting it to the governor and legislative leaders. Every three years, the *Roadmap to Florida's Future*, the state's blueprint for economic development, is updated following competitiveness analysis and feedback from a broad base of community representatives. This approach enables the consideration of new ideas and strategies emerging from the "grassroots." The final plan details Florida's priorities for furthering its economic expansion and diversification.

Half-day workshops in eight Florida regions serve as the venue for discussion, viewpoints and recommendations.

Two Southeast Region Forums will be held including the Global Commerce Forum on July 14th in Miami Gardens and the Southeast Region Roadmap Strategic Planning Forum on July 23rd in West Palm Beach. For additional information regarding the July 14th event, please [click here](#). To register for the July 14th event, please email business@stu.edu. For additional information and to register for the July 23rd event, please go to www.bdb.org/seforum.

General Dynamics C4 Systems Continues Expansion in Sunrise

General Dynamics C4 Systems, a business unit of defense contractor General Dynamics Corp., is planning to add an additional 80 to 100 employees to its existing workforce of 117 by year-end according to company spokeswoman Fran Jacques. About 85 percent of the new positions will be engineering jobs that pay \$80,000 to \$120,000 a year.

Ruden McClosky Renews in Fort Lauderdale

The law firm of Ruden, McClosky, Smith, Schuster & Russell, P.A. has signed a renewal for more than 91,000 square feet in Fort Lauderdale's National City Center office tower. Ruden McClosky occupies five full floors and another 10,444 square feet on the 13th floor for a total of 91,259 square feet at the 200 E. Broward Blvd. tower. The 21-story building was constructed in 1991 and totals 236,738 square feet.

IRS Renews Lease in Plantation

The IRS has renewed its 135,819 square foot lease for the entire Southpointe I building in Plantation. The IRS has occupied the three-story office building at 7850 SW 6th Court since May 1999. The building won the government's Energy Star label in 2008 for its operating efficiency. It was constructed in 1999.

Broward County Business Forums a Big Success

Nearly 300 businesses from across Broward County attended four Business Forums held in early June titled "Understanding the Stimulus Bill: What it means to You." The meetings were held in Davie, Hollywood, Pompano Beach and Tamarac.

Speakers included Nancy Rackear, Marketing Executive for the U.S. Small Business Administration, who discussed changes to the SBA's lending programs related to the American Recovery and Reinvestment Act; Bob Swindell, Sr. Vice President for The Broward Alliance, who presented information on the various assistance programs available to businesses in Broward County; and Tonya McCollin, Lead Customer Service Specialist and Bonni Smith, Business Services Manager for WorkForce One, who discussed how businesses can access workforce stimulus funding through training grants for workers and receive services to help avoid layoffs and assist in recruiting at no cost.

One of the most well-received items presented during the Forums was the Business Assistance Tool Kit which is a recently developed product of The Broward Alliance's Partner's Council. The tool kit provides information on the assistance programs available to businesses in Broward County. The Partner's Council is made up of representatives of Broward County's municipalities, chambers of commerce, business development groups and state economic development partners.

Forum partners included The Broward Alliance, Broward County Office of Economic Development, Broward County Small Business Development Division, City of Plantation, Greater Pompano Beach Chamber of Commerce, Miramar/Pembroke Pines Regional Chamber of Commerce, WorkForce One and other local cities, chambers of commerce and economic development organizations.

Broward Alliance Plans Study Mission to Charlotte, NC

The Broward Alliance's Leadership Council has announced plans to conduct an economic development team study mission to Charlotte, North Carolina in September, 2009. The mission is being organized by Ted Martin, KPMG and Holly Svekis, South Florida Business Journal. Currently the team is seeking private sector leaders for the following study areas: 1) business retention/economic gardening; 2) branding/business attraction/incentives toolbox; 3) post secondary-industry partnerships; 4) K-12 education and 5) emerging markets/industry clusters.

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.

New Statewide Council to Focus on Science, Technology, Engineering and Math Education and Skill Development to Bolster Florida Business and Career Opportunities

Workforce Florida and Enterprise Florida have announced the creation of a statewide council to strengthen the science, technology, engineering and math (STEM) skills of Florida's students as a way to address the increasing demand for jobs requiring strong foundations in these areas. The Florida STEM Council, funded by a \$580,000 grant from Workforce Florida, will connect education, workforce, business and economic development leaders to identify opportunities to build and measure the state's supply of workers with skills and knowledge in these fields to support innovation in existing and emerging industries.

"The STEM Council is going to be an important asset in our ongoing efforts to maximize resources and collaboration in Florida to cultivate industries such as life sciences, aerospace and alternative energy, among others, that strengthen and diversify our state economy," said Workforce Florida Chair Belinda Keiser. "By fostering these skills, which are demanded by today's marketplace as well as tomorrow's, we are helping to grow our state's advantage in

the global competition for world-class talent.”

The grant will be used to conduct a series of regional forums to engage stakeholders and better align and coordinate STEM education efforts across Florida. It will also provide for externships for teachers and professors, giving them opportunities to learn more about how to apply STEM curriculum that prepares students with relevant skills to meet business needs. Internships also will be available to students studying STEM disciplines to introduce them to career opportunities and bolster efforts to retain such talent in Florida.

Also participating on the council will be the Florida Chamber of Commerce, Florida Council of 100 and Florida education leaders K-20, including representatives from the Department of Education as well as public and private colleges and universities, and others.

Industries that already have been identified as targets for the STEM Council include life sciences, aerospace, energy, manufacturing, information technology and homeland security and defense.

Governor Crist Tours Port Everglades

Florida Governor Charlie Crist and Lt. Gov. Jeff Kottkamp recently toured Port Everglades with Port Director Phillip C. Allen for a first-hand glimpse of three current construction projects that are being partially funded through \$24 million in state grants and support more than 1,800 new construction jobs in Broward County.

The first stop on the tour was Cruise Terminal 18, which Governor Crist later described as “the future home to the largest cruise ships on the planet.” The Cruise Terminal 18 expansion is the largest and most expensive construction project underway at Port Everglades.

The next stop was the site of a new bridge that will expedite truck traffic through the seaport. The new bridge will connect two areas of the port that currently are only accessible through separate entrances with separate security checkpoints. The project, which creates 196 new construction jobs, is estimated to cost \$11.3 million of which \$5.1 million is being provided through state funding.

The final stop was the site of a new 41 acre marine terminal for containerized cargo. Once completed, the Phase VIIA & VIII terminal yard at the southernmost end of Port Everglades is anticipated to create 15 percent more capacity for containerized cargo at the Port. The project is expected to be complete by early 2010. The total estimated cost is \$12.3 million, of which \$6.1 million is funded through state matching grants. More than 220 new construction jobs have resulted from this project.

Already one of the three busiest cruise ports worldwide, Port Everglades is also Florida's leading container port.

Export Training Program for Marine Industry Companies Launched in South Florida

The first of a six course Marine Industry Export Training program, coordinated by Broward County's Office of Economic Development, the Marine Industry Association of South Florida and Enterprise Florida has been successfully completed. It was held at the IGFA Fishing Hall of Fame in Dania Beach. The program, made possible by a Quick Response Training grant from Workforce Florida, is designed to train companies in the marine industry in South Florida on how to become an international business. The hope is that established companies will expand their business base internationally, bringing foreign direct investment into the region and creating more jobs.

The first course focused on the rationale and benefits of exporting; it discussed the step-by-step process a company should go through before they jump into exporting. The course also discussed the importance of sensitivity to international cultural awareness when conducting business. The following upcoming courses are still open for registration:

July 15 – Identifying the Right Target Export Markets for your Business
August 19 – Ensuring Payment and Managing Risk
September 16 – Modes of Transportation and Optimizing Cost and Efficiency
November 11 – How to Comply with Regulations, Free Trade Agreements and Evaluating Potential Business Partners
December 9 – Identifying Different Major Market Regions and Target Market Certifications

The courses are from 9:00 a.m. – 5:00 p.m. and there is a \$25 fee per course for breakfast and lunch. For additional information and to register please contact Samantha Zerbe with Broward County's Office of Economic Development at 954-357-6109 or szerbe@broward.org.

SBA ARC Loan Program Announced

If your small business is stressed meeting expenses during these economic times, the U.S. Small Business Administration has a new loan program designed just for you. SBA's America's Recovery Capital Loan Program can provide up to \$35,000 in short-term relief for viable small businesses facing immediate financial hardship to help ride out the current uncertain economic times and return to profitability. ARC loans will be offered by some SBA lenders for as long as funding is available or until September 30, 2010, whichever comes first.

ARC loans can be used to make payments of principal and interest, in full or in part, on one or more existing, qualifying small business loans for up to six months. The loans provide an immediate infusion of capital to small businesses to assist with making payments of principal and interest on existing debt. These loans allow borrowers to redirect cash flow from making loan payments to investing in their businesses, to help sustain the business and to retain jobs. For more information, please go to

http://www.sba.gov/recovery/arcloanprogram/REC_ARCLOAN_WHERE.html

Education & Workforce Development

District Again Earns 'A' Grade from Florida Department of Education

For the second consecutive year and third time in four years, Broward County Public Schools has earned an 'A' grade from the Florida Department of Education. The announcement came as Governor Charlie Crist and Education Commissioner Eric Smith released the 2008/09 school accountability results under the state's A++ Plan for Education.

One hundred sixty-two District schools earned 'A' grades this year (117 elementary, 36 middle and 9 high schools), accounting for almost 66 percent of public schools in Broward county. The 66 percent of 'A' schools is the second-best mark in District history, behind only the 2005/06 year, when 68 percent of Broward schools earned 'A' grades. The 2005/06 year marked the first time Broward County Public Schools earned an 'A' grade from the state of Florida.

Ten District High Schools, One Charter Named Among *Newsweek's* Top High Schools

Ten Broward County Public Schools high schools and one charter high school were recognized among *Newsweek* magazine's top high schools in the nation in 2009.

The District high schools honored include Marjory Stoneman Douglas (Parkland), Nova (Davie), Fort Lauderdale, Stranahan (Fort Lauderdale), Miramar, Cooper City, Cypress Bay (Weston), J.P. Taravella (Coral Springs), Flanagan (Pembroke Pines) and Plantation. The Pembroke Pines Charter High School was also listed.

Diversity Propels Broward to Top of Associate Degree Producing Community Colleges

Broward College has long celebrated its diversity as one of its institutional strengths, and the most recent survey of associate degree producing institutions demonstrates the across-the-board impact of Broward's numbers.

In the annual survey of results by *Community College Week*, Broward College was ranked No. 3 nationally among top associate degree producing institutions in 2007-2008. Broward College granted 4,715 associate degrees in all disciplines during that period. To see entire story, please [click here](#).

Broward County Public School District Selected to Receive Prestigious HP Innovations in Education Grant

The Broward County Public School District has been selected to receive a highly competitive 2009 HP Innovations in Education grant valued at more than \$265,000. Targeted at school systems serving students in grades six through 12, the grant program is designed to help educators address the need for raising student achievement in math and science and increase student awareness in high-tech college and career opportunities.

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

South Florida-based Universal Property & Casualty Insurance Co. has announced the expansion of its colocation/disaster recovery coverage with **1Vault Networks**, a secure, Category 5, hurricane-rated colocation facility in Fort Lauderdale.

The one million square foot, nearly \$300 million W Fort Lauderdale Hotel & Residences recently opened its doors, welcoming visitors and condominium owners. The W was designed by **Adache Group Architects**, the 40-year-old Fort Lauderdale-based firm that's created hotels and resorts in 45 countries on five continents. The hotel's design was inspired by the sailboats dotting the Atlantic Ocean at its location on Fort Lauderdale beach.

AT&T has announced the industry's first bundled offer targeted at small businesses that includes wireless, wired and high speed Internet services, starting at less than \$100 a month. The "All for Less" bundle is now available to qualifying small business customers (one to four lines in a single location) across AT&T's 22-state footprint.

BankAtlantic has announced that it has been awarded the "Florida Business Award" from the International Business Council of Florida. The award was created to honor and generate public recognition of the achievements and positive contributions of Florida organizations and businesses. It is one of the largest award celebrations in Florida, recognizing exemplary performance in 23 business categories. The International Business Council of Florida is a membership-based, public, not-for-profit association of Florida businesses, leaders and organizations engaged in, or in support of, international trade.

Three **Broward County** Commissioners were recognized for their extraordinary efforts on behalf of county government at the 2009 Florida Association of Counties (FAC) Annual Conference and Educational Exhibition on June 24th. Commissioners Ilene Lieberman, Kristin Jacobs and Josephus Eggelletion, Jr. received the 2009 Presidential Advocacy Award by the statewide association that represents all 67 counties in Florida. The commissioners were selected for their active role in advocating on transportation, growth management, finance and taxation, public safety and administration, health and human services, and environmental issues during the 2009 legislative session in Tallahassee. A total of nine county commissioners were chosen for the 2009 Presidential Advocacy Award statewide.

Mary Becht, Director of the **Broward County** Cultural Division, received the Ray Hanley Innovation Award at a private event on June 18th hosted by the United States Urban Arts Federation (USUAF). "Mary Becht has demonstrated extraordinary leadership and with this award, is nationally recognized for developing innovative programs and initiatives to advance arts and culture in Broward County. Her colleagues from America's top 60 cities are inspired

by her creativity and success," said Michael Killoren director of the Mayor's Office of Arts & Cultural Affairs in Seattle and president of the USUAF.

Deborah Wilkinson, Global Business Development Manager for the **Broward County Office of Economic Development**, has been appointed chair-elect of the Florida Economic Development Council (FEDC). Since 1964, the FEDC has promoted economic development throughout the state of Florida. Today, it is a primary resource for policy development, legislative updates, education, networking and professional advancement. As chair-elect, Ms. Wilkinson will be overseeing the legislative agenda for economic development for FEDC and working to engage every Florida community in improving their economic development programs.

Broward Health Broward General Medical Center has instituted a new program called M.O.P.E.D. (Medicaid Out-Patient Eligibility Department). The program helps patients in financial need apply for assistance programs like Medicaid and other state and federally funded programs, tax funds and charity care. The M.O.P.E.D. office is located in Broward General Medical Center's main lobby and is open Monday through Friday, 8 a.m. to 5 p.m.

The **Marine Industries Association of South Florida (MIASF)** has honored Kristina Hebert of Ward's Marine Electric with their 2009 Golden Anchor Award for her advocacy, leadership of the association and her dedication to the successful exemption of the recreational marine industry from the Longshore and Harbor Workers Compensation Act, a measure signed into law in February by President Barack Obama as part of the American Recovery and Reinvestment Act. The Golden Anchor, a prestigious award which recognizes an individual for a lifetime of achievement and extraordinary accomplishment benefiting the marine industry, was presented at the MIASF Annual Meeting & Awards Reception held on June 20th.

In addition, Michell Merhige of Advanced Mechanical Enterprises, along with Julie Balzano of Enterprise Florida and John Mann of Bluewater Books & Charts were honored with Awards of Excellence at the Reception for their outstanding contributions to the marine industry during the past year. Wayne Huizenga, Jr. was presented with the 2009 Project of the Year Award for his newly remodeled, state-of-the-art Rybovich megayacht marina.

Miller Construction Company has completed the all-digital WPLG Local 10 broadcast facility in Pembroke Park. The facility is the first in the Southeast to broadcast in digital HD from both the studio and in the field. WPLG is owned and operated by Post-Newsweek Stations, a division of The Washington Post.

Nova Southeastern University is expanding its academic operations in the Tampa Bay area, creating at least 30 new jobs. The center will offer degree programs for 2,000 students. NSU held a grand opening ceremony on June 4th to celebrate the opening of its 81,500 square foot Tampa Student Educational Center at the Sabal Park Corporate Center off Interstate 75.

The #1 nationally ranked **Nova Southeastern University** women's golf team recently won the first NCAA National Championship in the history of NSU Athletics, defeating Grand Valley State University by 15 strokes at the Findlay Country Club in Findlay, Ohio.

Spherion Corporation has announced that its recruitment process outsourcing (RPO) services division has been named to the 2009 "Top 50 Best Managed Outsourcing Vendors" report. The listing was compiled by Brown-Wilson Group for The Black Book of Outsourcing, a leading authority on outsourcing vendors worldwide.

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. For additional information, please contact Amy Allen at 954-949-7561 or aallen@bizjournals.com.

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida Events:

Southeast Region Global Commerce Roadmap Strategic Planning Forum

July 14, 2009 9:30 a.m. - 12:00 p.m.

St. Thomas University - Convocation Hall, 16401 NW 37th Avenue, Miami Gardens

Join leading experts in identifying the top global commerce issues impacting Florida in its effort to become a pre-eminent global hub - and offer your input to help address them. For additional information, please [click here](#). To register, please email business@stu.edu.

Southeast Region Roadmap Strategic Planning Forum

July 23, 2009 1:00 p.m. - 4:00 p.m.

West Palm Beach Marriott, 1001 Okeechobee Boulevard, West Palm Beach

Join leading experts in identifying issues important to Southeast Florida's economic development and Florida's competitiveness - and offer your input to help address them. For additional information and to register, please visit www.bdb.org/seforum.

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>.

Broward Alliance Calendar of Events

Board of Directors Meeting

Thursday, July 16 4:00 p.m.

For more information, please contact Sherma Maycock at 954-627-0125 or at

smaycock@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.