



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



## **The Broward Alliance E-Newsletter May 28, 2009**

### **Top Stories**

#### **Broward County Business Forums Scheduled to Assist Local Businesses**

Broward County businesses are invited to attend one of four business forums titled "Understanding the Stimulus Bill: What it means to You." The free forums are being held in various areas of Broward County as follows:

Northwest: Friday, June 5, 2009 - 8:30 a.m. - 10:30 a.m.  
Tamarac Community Center, 8601 W. Commercial Blvd., Tamarac

Northeast: Saturday, June 6, 2009 - 10:00 a.m. - 12:00 p.m.  
Pompano Beach City Hall, 100 W. Atlantic Blvd., Pompano Beach

Southeast: Monday, June 8, 2009 - 6:30 p.m. - 8:30 p.m.  
Hollywood City Hall, 2600 Hollywood Blvd, Room 219, Hollywood

Southwest: Wednesday, June 10, 2009 - 6:30 p.m. - 8:30 p.m.  
Davie Police Dept. - Community Center, 1230 S. Nob Hill Road, Davie

Speakers will include Nancy Rackear, Marketing Executive for the U.S. Small Business Administration, who will discuss 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 will discuss the various assistance programs available to businesses in Broward County; and Kelly Allen, Vice President - Communications and Business Relations for WorkForce One, who will discuss 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.

To RSVP, attendees should go to [www.browardalliance.org](http://www.browardalliance.org) and register on the calendar of events for the date and location of their choice.

#### **University of Phoenix Renews Lease in Plantation**

The University of Phoenix has renewed its 30,163 square foot lease at Lakeside Office Center in Plantation. The university occupies the entire fifth floor of the 134,443 square foot building at 600 N. Pine Island Road. Its new 88-month lease begins in September.

#### **Broward County Receives Grant to Assist Marine Industry Businesses**

Broward County marine industry businesses will have access to training for international business opportunities thanks to the efforts of the Broward County Office of Economic Development in securing a portion of a \$1.1 million training partnership grant funded by Workforce Florida and Enterprise Florida. The grant specifically targets small- and medium-sized businesses to help them master the exporting process to enhance their sales potential and create jobs.

The Office of Economic Development will be working with the Marine Industry Association of

South Florida to attract companies that would benefit from participating in the program. Broward County marine industry businesses interested in participating should call Deborah Wilkinson at 954-357-6155. For more information, please click [here](#).

### **Enterprise Florida Roadmap Meetings Set for Southeast Florida**

Local business, community and government leaders are invited to attend two upcoming Enterprise Florida Roadmap Strategic Planning Forum events. The first, called the Global Commerce Roadmap Strategic Planning Forum, will be held from 9:30 a.m. - 12:00 p.m. on July 14 at Convocation Hall at St. Thomas University in Miami Gardens. During the meeting, economic development and global commerce leaders will discuss and advance recommendations to improve and expand trade and foreign direct investment in the state. Those who should attend include representatives of businesses/multinationals; trade and finance experts; community and local government leaders; workforce professionals; transportation and infrastructure experts; and other interested parties.

The second meeting will be held from 1:00 p.m. - 4:00 p.m. on July 23 at the West Palm Beach Marriott. During this meeting, Florida's economic development stakeholders will discuss and advance recommendations to make Florida a leader in knowledge-based jobs, leading-edge technology, and competitive enterprises for the 21st century. Those who should attend include business, community and local government leaders; workforce professionals; education officials; transportation experts; arts and culture advocates; smart growth professionals; and other interested parties.

Registration is required for each event. For additional information and to register, please visit [www.eflorida.com/Roadmap](http://www.eflorida.com/Roadmap).

### **Florida Economic Development Council Recognizes Kathy Koch and The Broward Alliance**

Kathy Koch, President, Ambit Advertising and Public Relations and Immediate Past Chair of the Board of The Broward Alliance, has been recognized by the Florida Economic Development Council (FEDC) as its 2009 District Eight Volunteer of the Year. The award was presented to Ms. Koch during the FEDC's annual conference in Orlando. In addition, the organization also presented its outstanding external communications publications Marketing Award to The Broward Alliance for its 2009 Economic Sourcebook.

Ms. Koch was recognized for her work as Chair of The Broward Alliance and leading The Broward Alliance's new three-year strategic economic development leadership initiative, "Excellerate Broward." The program was established to attract corporate and regional headquarters, grow existing businesses, promote Greater Fort Lauderdale/Broward County as a world-class business location, and encourage private sector leadership in economic development.

The Broward Alliance Economic Sourcebook is published annually and is used as a reference guide for companies considering locating or expanding in the county and as a business assistance resource for companies already here. The publication was also honored by the FEDC in 2007.

### **LEADER Names Robin Ronne to Global Editorial Advisory Committee**

Robin Ronne, Managing Director, CEO Council, The Broward Alliance, has been named to the Editorial Advisory Committee for its LEADER magazine, CoreNet Global has announced.

"The Editorial Advisory Committee brings together some of the most accomplished and respected professionals in the corporate real estate industry," said Tim Venable, Editor of LEADER. "The Committee's role is to help us make sure the publication adds value to our readers and accurately reflects their needs and interests."

"We're particularly excited to have Robin Ronne join the committee because his knowledge of economic development and how it fits into the broader discipline of corporate real estate management is unmatched. He's got a 35-year track record of success, and his insights will serve our readers well. But equally important are his professionalism, integrity and his reputation among his peers as a leader."

LEADER is the official publication of CoreNet Global, the world's foremost association for corporate real estate executives, service providers and economic developers, with 7,000 members in five global regions: Asia, Australia/New Zealand, Europe, Latin America and North America, including Canada.

### **May 30th Seminar Scheduled on Florida Stimulus Package**

Florida Economic Stimulus Special Advisor Don Winstead will join senior level state officials for a public seminar hosted by the Florida Department of Management Services' Office of Supplier Diversity on Saturday, May 30, 2009. Participants will discuss how the American Recovery and Reinvestment Act of 2009 will impact Florida's businesses. The title of the event is "Energizing Florida's Economy: Seminar on Florida Stimulus Package." The seminar will be held from 10:00 a.m. - 2:00 p.m. at the Florida International University Wertheim Performing Arts Center at 11200 Southwest 8th Street in Miami. For more information, please click [here](#).

## **Education & Workforce Development**

### **District Students Increase FCAT Scores**

Broward County Public Schools third grade students continued to demonstrate increased performance in the FCAT Reading and Math examinations, according to the 2009 results released by the Florida Department of Education. Overall, 71 percent of District third grade students produced reading scores of level 3 or above (proficiency), while 80 percent of the third grade students reached level 3 or above on mathematics.

The 2009 FCAT reading results marked the third time in four years that more than 70 percent or more of the District third graders reached the level of proficiency, along with 2006 (75 percent) and 2008 (72 percent).

Also, for the fifth consecutive year, Broward County Public Schools fourth and eighth grade students demonstrated increased performance in the FCAT Writing examination. According to results released by the Florida Department of Education, 89 percent of Broward County fourth grade students and 94 percent of District eighth grade students produced writing prompt scores over 3.5, the level for demonstrating proficiency.

The District's fourth and eighth graders have seen their percentages of proficient students increase every year since 2005.

### **Short Time Compensation Program May Be of Interest to Broward Companies Considering Layoffs**

Businesses in Broward County may be interested in a little known Florida statewide program called Short Time Compensation (STC). The STC Program is a voluntary employer program designed to help employers maintain their staff by reducing the weekly hours of their employees, instead of temporarily laying off employees, when the employer is faced with a temporary slowdown in business.

The program is administered by the Florida Agency for Workforce Innovation (AWI) and more information is available at [http://www.floridajobs.org/Unemployment/uc\\_prog\\_stc\\_ee.html](http://www.floridajobs.org/Unemployment/uc_prog_stc_ee.html).

### **American Heritage School and North Broward Prep Congratulate Elite College Bound**

## Seniors

American Heritage School and North Broward Prep recently congratulated their 2009 seniors who are bound for some of the best colleges and universities in the nation. The students from American Heritage included Gabriela Alvarez (Johns Hopkins, Wake Forest, Emory); Kevin Burns (Fordham, Emory, Rensselaer Polytechnic Institute); Spring Joy Davis (Princeton, Dartmouth, Duke, MIT); Lindy Duncan (Duke); Aaron Enten (Johns Hopkins); Lori-Ann Grant (Cornell, Duke, Emory); Paulina Mustafa (Columbia, MIT, U Penn); Victoria Nordman (Johns Hopkins; Univ. of North Carolina - Chapel Hill); Rafael Perez (Georgetown, U Penn, Washington Univ. - St. Louis); and Rohit Thummalapalli (Harvard, Yale, MIT). \$27 million in college scholarships were awarded to the Class of '09.

North Broward Prep students included Amit Agarwal (U Penn\*); Ariana Baurley (Harvard); Soo Je Chung (Columbia, U Penn, Cornell); Jake Eisenberg (Emory\*); Katherine Franklin (Duke\*); David Friedman (Northwestern, Duke, Washington U.-St. Louis); Emma Janaskie (Brown\*); Farin Katz (Duke\*); Sam Kareff (Duke, Rice, Georgetown); Monique Morris (Georgetown, Emory, Georgia Tech); Melissa Roque-Paskow (U Penn\*); Alex Rubenstein (U Penn, Northwestern, UNC-Chapel Hill); Cary Simowitz (Washington Univ. - St. Louis\*); Joshua Solomon (Vassar, Wesleyan); Brittany Young (U Penn, Tufts, Oberlin); and Brandon Zipper (Cornell). Those who have made early decisions are indicated with an asterisk.

## Creative Economy and Film Commission

### Florida Legislature Increases Film Incentive to \$10.8 Million

The Florida Legislature recognized the film and television industry as one that stimulates the economy by creating high-paying jobs and spending in Florida's communities. They approved an increase of \$5.8 million to this year's \$5 million, bringing the Entertainment Industry Financial Incentive to \$10.8 million for FY 2009 beginning July 1st.

A widespread industry grassroots campaign lobbied hard to convince legislators that this is the perfect industry to stimulate Florida's economy and complement its main industry, tourism. It is also one that boosts Florida's image through the broadcasting of local settings in television programming, feature films and the many forms of related video production.

The Entertainment Industry Financial Incentive, administered by the Governor's Office of Film and Entertainment, has become necessary to remain competitive in attracting location filming to any community. Forty-three states provide financial incentives and most offer a much higher level of incentive dollars than Florida. A number of states offer from 30 to 40% return on local expenditures compared to Florida's 15 to 20%.

### Local Producer/Director Wins at New York Independent Film Festival

*The Forgotten Father*, filmed in Fort Lauderdale by Producer/Director Perry Cassagnol, won the award for Best *Drama Feature (USA)* at the film's premier in New York City during the New York International Independent Film Festival. It is the story of one man's desire to reconnect with his son and the storyline revolves around a father detached from his son's life because of a jail sentence. Cassagnol's Margate based company, Niterboys Entertainment filmed the movie in October 2007. To see the movie trailer go to [www.theforgottenfathermovie.com](http://www.theforgottenfathermovie.com).

For more local film industry news, please visit [www.browardalliance.org/filmnews](http://www.browardalliance.org/filmnews).

## Business Briefs and Broward Alliance Member News

(Broward Alliance members in bold)

**Citrix Systems, Inc.** has announced new advanced certifications targeted at engineers and architects specializing in advanced virtualization solutions. A hot growth area, virtualization

technologies help enterprises become more agile, reduce costs and deliver optimal service levels. For more information, please [click here](#).

The Florida Institute for the Commercialization of Public Research (The Institute) has announced the formation of its Strategic Advisory Board; 15 distinguished industry experts who will provide counsel on technical challenges associated with raising early stage capital and technology commercialization. The Institute is Florida's "one-stop-shop" for investors, entrepreneurs and corporate partners who seek to identify new opportunities based on technologies developed through publicly-funded research. For more information, please [click here](#).

As of July 1, Florida Atlantic University will transition to a more consolidated governance structure for the partner campuses. **Dr. Joyanne Stephens, current vice president of FAU's Broward campuses**, will assume responsibility for oversight and coordination of operations on all partner campuses in the newly created position of Vice President and Associate Provost of Regional Campuses.

**Nicki E. Grossman, president and CEO of the Greater Fort Lauderdale Convention and Visitors Bureau**, has been named to the Federal Reserve Bank of Atlanta's Travel and Tourism Advisory Council. The council consists of approximately 12 members who are senior executives of tourism and tourism-related businesses and organizations in the Southeast, such as cruise lines, convention and visitors bureaus, entertainment companies, airports, and hotel and restaurants.

Congratulations to **Chuck Pisciotta, Director Advisory of KPMG LLP**, who has been honored by the Mayor of the City of Plantation and the Broward County Board of County Commissioners for his long-time work helping challenged children. Pisciotta recently received proclamations from both declaring "Chuck Pisciotta Day." Pisciotta serves as a board member for the non-profit organization, HANDY (Helping Abused Neglected Disadvantaged Youth). He is also a member of the Executive Committee of The Broward Alliance and chairs its Governor Council.

The Recruitment Process Outsourcing (RPO) division of **Spherion Corporation** has announced it has launched RPO One, an industry-leading, standardized RPO product that will allow companies to recruit top talent quickly via a highly scalable, cost-effective hiring solution. With RPO One, the entire recruitment engine, from sourcing and screening to hiring and on-boarding, has been standardized in order to provide more consistency in the hiring process.

**Stiles** has announced that Lake Shore Plaza II in Sunrise has become the first multi-tenant office building in Broward County to receive Leadership in Energy and Environmental Design (LEED) certification. The U.S. Green Building Council (USGBC) awarded a Silver certification to the 130,000 square foot Sunrise facility under its rating system.

### **Nomination Call Issued for 2009 Governor's Business Diversification Awards**

Florida businesses in emerging and high-tech industries – e.g., aviation, aerospace, homeland security, defense and life sciences – are eligible for entry into the 2009 Governor's Business Diversification Awards competition.

The program spotlights companies that have contributed significantly to Florida's economic diversification efforts. Qualified entrants will have made accomplishments in at least one of these target industries: Aviation/Aerospace, Clean Energy, Financial/Professional Services, Homeland Security/Defense, Information Technology, Life Sciences, Manufacturing, and Trade/Export Services.

The entry deadline is July 24 at 5 p.m. ET, and nomination forms and additional information can be obtained at [www.eflorida.com/govawards](http://www.eflorida.com/govawards) or by contacting Liefke Cox at 407-956-5688 or [lcx@eflorida.com](mailto:lcx@eflorida.com) or Veronica Serrano at 407-956-5600 or [GBDA@eflorida.com](mailto:GBDA@eflorida.com).

The winners will be announced in September and will receive their awards that month during Florida's Industry Appreciation Week.

### **Broward Alliance Preparing for 2010 Economic Sourcebook - Advertisers and Photos Sought**

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](mailto:aallen@bizjournals.com).

Additionally, photos are being sought to include in the 2010 Sourcebook. If you have high resolution photos of buildings or people at work, and rights to use them, that we can use in the sourcebook and our other marketing materials, would you please email them to Ron Drew at [rdrew@browardalliance.org](mailto:rdrew@browardalliance.org)? The photos we display help tell our story to those thinking of locating to Greater Fort Lauderdale/Broward County. Our deadline for photos is June 15 and your assistance will be appreciated.

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

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

##### **HOSPITALAR 2009**

June 2-5, 2009  
Sao Paulo, Brazil

##### **Southeast Region Global Commerce Roadmap Strategic Planning Forum**

July 14, 2009 9:30 a.m. - 12:00 p.m.  
St. Thomas University - Convocation Hall

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 and to register, please visit [www.eflorida.com/Roadmap](http://www.eflorida.com/Roadmap).

##### **Southeast Region Roadmap Strategic Planning Forum**

July 23, 2009 1:00 p.m. - 4:00 p.m.  
West Palm Beach Marriott

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.eflorida.com/Roadmap](http://www.eflorida.com/Roadmap).

**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>.

##### **Realtor Association of Greater Fort Lauderdale Meet Your Mayors Breakfast**

Friday, May 29, 2009 8:00 a.m. - 10:00 a.m.  
Westin Cypress Creek, 400 Corporate Drive, Fort Lauderdale

For more information and to register, please [click here](#).

##### **Solutions for South Florida's Healthcare System Presented by South Florida Hospital and Healthcare Association**

June 4-5, 2009

Signature Grand, 6900 State Road 84, Davie

To register and for sponsorship/exhibiting opportunities, please call 954-964-1660 or visit [www.sfhha.com](http://www.sfhha.com).

**Broward County Business Forum**

June 5, 2009 8:30 a.m. - 10:30 a.m.

Tamarac Community Center, 8601 W. Commercial Blvd., Tamarac

To register, please [click here](#).

**Broward County Business Forum**

June 6, 2009 10:00 a.m. - 12:00 p.m.

Pompano Beach City Hall, 100 W. Atlantic Blvd., Pompano Beach

To register, please [click here](#).

**Broward County Business Forum**

June 8, 2009 6:30 p.m. - 8:30 p.m.

2600 Hollywood Blvd, Room 219, Hollywood

To register, please [click here](#).

**Broward County Business Forum**

June 10, 2009 6:30 p.m. - 8:30 p.m.

Davie Police Department - Community Room, 1230 S. Nob Hill Road, Davie

To register, please [click here](#).

**WorkForce One "Communities Linked Up" Seminar**

June 18, 2009 8:00 a.m. - 4:00 p.m.

Location: Broward College (North Campus) OMNI Building, 1000 Coconut Creek Blvd., Coconut Creek

Get The Latest On: Job Markets, Projections and Industry Forecasts, Career Options, Training and Available Resources in the Marine, Aviation, Healthcare, Manufacturing, Biotech and Construction Industries. Special guest speakers at the event include Senator Jeremy Ring, Broward College President J. David Armstrong and leading industry experts. For more information, please [click here](#).

**Broward Alliance Calendar of Events**

**Entrepreneur Council Meeting**

Wednesday, June 3 8:30 a.m.

Location: Broward College, Tigertail Lake Center, 580 Gulfstream Way, Dania Beach

For more information, please contact Kathleen Weekes at 954-627-0132 or at

[kweekes@browardalliance.org](mailto:kweekes@browardalliance.org)

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

Friday, June 19 8:30 a.m.

Location: Commission Chambers, 701 SW 71 Ave, North Lauderdale

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

[hkulp@browardalliance.org](mailto:hkulp@browardalliance.org).

**Leadership Council Meeting**

Wednesday, June 24 8:00 a.m.

Location: TBA

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

[jgoodrich@browardalliance.org](mailto:jgoodrich@browardalliance.org).

**Broward Alliance Development Conference**

Thursday, June 25 7:30 a.m. - 12:00 p.m.

Location: Nova Southeastern University Carl DeSantis Building at the H. Wayne Huizenga School of Business and Entrepreneurship

For more information, please contact Peter Tokar at 954-627-0124 or at [ptokar@browardalliance.org](mailto:ptokar@browardalliance.org). To register, please [click here](#).

**Corporate Council Meeting (being held in conjunction with Broward Alliance Development Conference)**

Thursday, June 25 8:00 a.m.

Location: Nova Southeastern University Carl DeSantis Building at the H. Wayne Huizenga School of Business and Entrepreneurship

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

**Governor Council Meeting**

Tuesday, June 30 8:00 a.m.

Location: TBA

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.