



Photo by Ken Henson – ken@whitehotmedia.com

**The Alliance E-Newsletter
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Top Stories

Southern Waste Systems Establishes New Headquarters in Davie – Approximately 150 Employees to be at this Location

Southern Waste Systems (SWS), a full-service waste company and the largest privately-owned recycling business in South Florida, has announced it is relocating its corporate headquarters from Lantana in Palm Beach County, to Davie. Approximately 55 employees who work in the sales and marketing, finance, and customer service departments, and the senior executive staff, will relocate to the new headquarters at 2380 College Avenue by the second quarter of 2012. The company's trucking operation and staff moved to the facility two weeks ago with the 55 corporate positions transitioning over in January. When the move is completed, approximately 150 employees of its total roster of 450 employees will work out of the Davie location. The company already operates three recycling facilities in Deerfield Beach, Pompano Beach and Dania Beach.

“This move will allow us to be even more focused on assisting the residents and businesses in Broward County in their goal to increase recycling,” stated Southern Waste Systems CEO and President Charles Gusmano. “In addition, it will make us more efficient since Davie is centrally located in our overall customer service area.”

Gusmano said SWS is not leaving Lantana altogether. There is a recycling facility and maintenance and truck depot located at the current headquarters which will remain fully operational and staffed.

SWS currently has a large presence in Broward County through private contracts with the city of Lauderhill, private commercial businesses and through ownership of the three recycling centers. Collectively, the company has 12 facilities

that service a six county area in South Florida—from Miami-Dade north to Indian River County. The company provides a full complement of waste services in those areas. It is growing the number of clients in the region with its waste hauling, recycling, portable restroom and container collection and waste removal services. SWS has received two significant awards in recent years recognizing its leadership in recycling efforts in the State of Florida.

Greater Fort Lauderdale Sees Improved Image for Headquarters Location - Overall Positive Perception Increases from 48% to 84%

The work of the CEO Council of the Greater Fort Lauderdale Alliance over the last three years to attract corporate, regional and division headquarters is paying off in more ways than one. In addition to the successful location or retention/expansion of regional or North American corporate headquarters of Emerson, Wendy's International, Private Jet Charter and Altadis USA during 2011, based on a recent survey of brokers/site location consultants, the perception of the Greater Fort Lauderdale area as a possible corporate headquarters location has improved dramatically.

In 2008, the CEO Council engaged Boyette Strategic Advisors, an economic development consulting firm, to develop a three-year Headquarters Recruitment Strategic Blueprint designed to generate corporate interest in Greater Fort Lauderdale, as well as prepare the CEO Council to compete for and win both domestic and international corporate, regional and division headquarters projects. As part of the development of this Blueprint, an online survey was conducted with brokers/site location consultants.

By following the recommendations of Boyette Strategic Advisors and concentrating on the fundamental economic development foundations of marketing and communications, market research and business intelligence, and project management with a supreme focus on customer service, in just 3 ½ years we have been able to greatly enhance the perception of our area's attractiveness to headquarters operations. "I am personally appreciative for the ongoing support of our CEO Council members throughout this process, and with their ongoing commitment and participation, I look forward to continuing to expand our headquarters marketing and recruitment initiatives," stated Ray Ferrero, Jr., Chancellor of Nova Southeastern University, past chair of the Alliance and founding and current chair of the Alliance's CEO Council.

In 2011, the survey was reissued to gauge progress that has been made related to Greater Fort Lauderdale competing for corporate, regional and division headquarters. Based on the new survey results, the overall perceptions of Greater Fort Lauderdale in general and as a potential location for corporate headquarters has improved significantly over the past three years. This is demonstrated first by the increased number of brokers/site location consultants that responded to the most recent survey, with only 23 respondents to the 2008 survey and 80 respondents to the 2011 survey. Consultants with a positive or very positive image of the Greater Fort Lauderdale area increased from 65 percent in 2008 to 82 percent in 2011.

One of the most significant improvements was seen when consultants were asked about their overall perception of Greater Fort Lauderdale. In 2011, 84 percent of consultants had a positive or very positive overall perception of Greater Fort Lauderdale. Only 48 percent reported a positive or very positive overall perception in 2008.

In 2011, consultants were asked if their perception of Fort Lauderdale has improved in the last three years. 39 percent of consultants responded "yes" and another 23 percent responded "maybe." Those respondents who responded "yes" contributed the improvement in perception to greater knowledge of the area. Newsletters sent by Robin Ronne, Managing Director of the CEO Council, meetings conducted with him in their offices and increased CoreNet Global presence were mentioned by several survey participants. Others mentioned communications and marketing in general.

More than half of the consultants who responded to the survey would consider recommending Greater Fort Lauderdale as a location for a corporate headquarters.

"Based on the results of the survey, Greater Fort Lauderdale has moved the needle significantly as a headquarters location and the recent corporate headquarters announcements substantiate even more the opinions of the survey respondents," according to Del Boyette of Boyette Strategic Advisors.

Broward County Adopts New Economic Development Incentives Ordinance Based on Greater Fort Lauderdale Alliance CEO Council National Competitive Incentives Analysis

The Broward County Commission recently adopted a new economic development incentives ordinance based on input provided by the Greater Fort Lauderdale Alliance CEO Council's research study to benchmark current national and state leading economic development incentives and determine the competitiveness of local programs to support the recruitment of

corporate headquarter facilities.

The research study, conducted by Biggins Lacy Shapiro and Company of Princeton NJ and New York City, focused on the ability of Broward County's former incentive ordinance to support incentives when measured against national and state competitors, and the findings were initially presented to the Broward County Board of County Commissioners at their meeting held on May 24, 2011.

"Today's highly competitive economic development environment requires that Greater Fort Lauderdale and Broward County have an enhanced incentives toolkit that recognizes both the direct and indirect economic impacts that a potential corporate headquarters expansion or relocation project provides to the entire community" said Ray Ferrero, Jr., Chairman of the Alliance's CEO Council. "The Biggins Lacy Shapiro report laid out an excellent roadmap for our municipal leaders to follow in terms of both minimum job creation numbers for incentives eligibility and return on investment analysis that can now ensure we are not eliminated early on but remain in the hunt as long as possible for headquarters and other target industry projects. We commend the Broward County Commission and County Administrator Bertha Henry and her staff for taking strong, supportive action."

Jay Biggins, Executive Managing Director of Biggins Lacy Shapiro and Company, said "Our analysis found that the county's former incentive ordinance required a minimum of 100 jobs for eligibility, whereas the State of Florida and many competitor counties require only 10 jobs. In addition, the ordinance's return on investment formula focuses on direct ad valorem property taxes and sales taxes generated, disallowing the inclusion of other significant indirect impacts that a relocation or expansion project would bring to the area. Expanding the scope of analysis to include a more comprehensive and thorough perspective on actual economic and fiscal impacts will bring Broward County more into the emerging mainstream of economic development practices, better inform the public dialogue on the costs and benefits on incentives as economic development tools, and equip the County to compete more effectively in a challenging market."

"In 2010, the former return on investment analysis would not support providing sufficient incentives to attract a confidential headquarters relocation project of 100,000 square feet and 400 employees with average annual salaries of \$93,000 plus benefits seeking to lease existing office space, given the large inventory of available properties in the market. When this issue came to the CEO Council's attention, we met with Jay and his team to develop a comprehensive report that could offer new alternatives for the county's consideration in modifying its incentive ordinance and avoid future such occurrences," said Ferrero.

The new County incentives ordinance, adopted by a unanimous vote, provides the following key changes:

- Lowered job creation threshold to a minimum of ten (10) jobs in targeted industry sectors
- Provided for the inclusion of both direct tax revenue and other indirect economic benefits generated to Broward County Government to be included in the County's return on investment analysis
- Modified the return on investment analysis to allow for a net positive return, rather than a net positive return of at least fifty (50) percent
- Added a Special Project Category to create flexibility and customization of incentives for large scale projects that have a minimum capital investment of \$25 million or 50 new full-time jobs, with R&D projects requiring a \$10 million capital investment and 25 new full time jobs.

"New job creation, especially in our targeted industry areas, is a key focus for Broward County," said Broward County Mayor John E. Rodstrom, Jr. "Our updated incentives ordinance is one more way we've taken steps to set the stage to create high wage jobs for the residents of Broward County and strengthen and diversify our economy."

Broward County Participates in Governor's Trade Mission to Sao Paulo, Brazil

On October 22-27, 2011, Broward County Mayor Suzanne Gunzburger joined Governor Rick Scott on an economic development mission to Sao Paulo, Brazil. The Broward County Office of Economic and Small Business Development (OESBD), Port Everglades, and the Transportation Department (BCT) also participated in the mission. The major areas of focus were economic development, aviation, port development, communications, renewable energy, transportation and logistics. To view the report about this mission, please [click here](#).

Study Shows South Florida is Ripe for Medical Manufacturing

South Florida is a cost-effective location for the growing field of medical device manufacturing when compared with most major U.S. cities, according to a study by Princeton, N.J.-based Boyd Co.

Florida is already a major player in the medical device industry, ranking second, with about 22,000 workers statewide. While shipping jobs overseas has been an issue, Boyd Co. CEO John Boyd predicts more medical device jobs will be coming ashore because of intellectual property vulnerabilities and piracy in some foreign markets.

Jobs in quality control and final assembly should be headed back to the U.S., and states like Florida, Texas and South Dakota are in the best position to land them because of their favorable cost and low tax structures, Boyd said.

Boyd's study examined the costs of operating a 175,000-square-foot medical device manufacturing facility with 325 workers in various cities. The annual cost ranged from a high of \$30.7 million in San Jose, Calif., to a low of \$16.9 million in Maquiladore, Mexico. He estimated annual costs of \$25.8 million in Miami and \$24.8 million in Palm Beach County – more affordable than most cities in California, the Northeast and the mid-Atlantic.

Boyd did not include Broward County in his study because it does not have as many medical device companies. Still, the cost of operating in Broward is a little less than in Palm Beach, and there's no reason why Broward cannot attract medical device manufacturers, Boyd said. Mako Surgical Corp. recently expanded its manufacturing plant in Davie.

To read more, please [click here](#).

Nipro Diagnostics Purchases Buildings in Fort Lauderdale. Also Wins Florida Manufacturer Of The Year Award

Alliance CEO Council Member Nipro Diagnostics, Inc. has won the Manufacturers Association of Florida (MAF) 2011 Manufacturer of the Year Award. The company was recognized in the large-company (500+ employees) category. The award, based on evaluation of leading-edge management practices, manufacturing and process quality, and other performance-excellence criteria, was presented at the 2011 MAF Manufacturers Summit & Marketplace award ceremony on December 1, 2011. The event was attended by Florida's leading manufacturers as well as Florida Governor Rick Scott.

–This award is a tribute to the employees of Nipro Diagnostics,” said CEO and President Scott Verner. –We build excellence into every aspect of our operations, and this recognition exemplifies our dedication to manufacturing quality blood glucose monitoring systems. I congratulate every employee who has helped us achieve and maintain our quality/value leadership position in our industry.” Nipro Diagnostics – formerly Home Diagnostics, Inc. – is a leading manufacturer and marketer of diabetes monitoring and management products with headquarters and manufacturing facilities in Fort Lauderdale, FL.

Governor Scott, commenting on Nipro Diagnostics' MAF award, said, –Congratulations to Nipro Diagnostics on receiving this recognition. As a low cost manufacturer of products for people with diabetes, the company plays a vital role in making healthcare more affordable.”

Out of the nearly 18,000 manufacturers in Florida, just seventeen were selected as finalists.

Nipro Diagnostics also announced the purchase of two buildings in Fort Lauderdale. The company will expand manufacturing, as well as other operations, in these two facilities. –The acquisition of these buildings solidifies our presence in South Florida and is another example of our commitment to growing our business,” Verner stated.

–Our company, products and employees have received significant recognition – including having our TRUEresult® and TRUE2go® Meters highly rated by a leading independent consumer magazine, two Manufacturer of the Year awards, and Vendor of the Year from our customers – and we look forward to building on these successes.”

Earlier this year, Nipro Diagnostics was named South Florida Manufacturer of the Year in the 200+ employee category. The award was based on exemplifying benchmark-level quality with the recognition awarded by industry peers.

Based in Fort Lauderdale, Nipro Diagnostics, Inc. is a leading developer, manufacturer and marketer of diabetes management products. The company offers a portfolio of high quality, blood glucose monitoring systems and products that are available around the world. Nipro Diagnostics is the exclusive supplier of blood glucose monitoring systems co-branded

under the TRUE name, for leading pharmacies including Walgreens, CVS, Rite Aid and Publix; as well as for distributors and mail service providers such as McKesson, Cardinal Health, AmerisourceBergen, Invacare Supply Group and Liberty Medical. For more information, please visit www.niprodiagnostics.com.

Education, Workforce Development and Educational Excellence Builds Business (E²B²)

Broward County Public Schools and Florida Atlantic University Awarded \$3.5 Million Grant for School Leadership Program

Broward County Public Schools' Human Resource Development (Division of Professional Learning and Continuing Education) and Florida Atlantic University College of Education, Department of Educational Leadership and Research Methodology (ELRM), were recently awarded a \$3.5 million Race to the Top Job-embedded Principal Preparation Program grant by the Florida Department of Education. The grant, which is a joint partnership, will provide funding through June 2014 to reform and streamline the school leadership preparation programs. The program promises to deliver a national partnership model between higher education and the School District that strengthens continuing education, professional learning and development.

US News and World Report Rank Five Broward Schools as Silver Medal Schools

Five Broward High Schools were ranked as Silver Medal schools by US News & World Report. The schools - Atlantic Technical High School, Ft. Lauderdale High School, William T. McFatter Technical High School, Nova High School and Pompano High School - were selected out of 21,000 schools across the country.

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

Select assortment discount grocer ALDI has opened its new Coral Springs store, located at Sample Rd. and NW 62nd. The Coral Springs store showcases the "new look" of ALDI with higher ceilings, improved natural lighting and environmentally friendly building materials – such as recycled materials and energy-saving refrigeration.

A major gift from **AutoNation** and **Marti and Wayne Huizenga** will be used to create a new scholarship program to help disadvantaged students attend Nova Southeastern University. The gift, funded by a portion of a more than \$1 million donation, will be used to create the new Pathway Scholars program. In addition to financial support, the scholarship provides internships, mentorships with business leaders, academic support, a community network of peers and other resources to ensure recipients' academic and social success while pursuing their degree. To read more, please [click here](#).

Broward Cultural Division recently announced Young At Art (YAA) Museum as the eighth Cultural Institution in Broward County, as defined by the Broward County Board of County Commissioners, as recommended by the Broward Cultural Council. This new designation will now include YAA in a group of Broward County's largest cultural not-for-profit organizations.

Gunster's Brad Sprayberry, the firm's Director of Attorney Recruiting and Professional Development, was named President of South Florida Association for Law Placement (SFLAP). SFLAP is an association for legal career professionals and is comprised of more than 60 members from 22 law firms and five law schools throughout South Florida.

SourceRight Solutions, a Randstad company, and Randstad, an \$18.8 billion global provider of HR services, announced that **Rebecca Callahan**, President of SourceRight Solutions, has been elected global chair of the HR Outsourcing Association (HROA). Callahan will serve a two-year term as chair, beginning January 1, 2012.

Three office towers managed by **Stiles** in the Las Olas corridor of downtown Fort Lauderdale won the Outstanding Building of the Year (TOBY) Award from the Building Owners and Managers Association (BOMA) Fort Lauderdale/Palm Beach. One tower in particular also placed in the top five percent in the 2011 U.S. Environmental Protection Agency's (EPA) National ENERGY STAR® competition – the national mark of excellence in energy performance – by meeting stringent EPA guidelines.

Mark Reyes, Director of Fund Development, recently joined the **Urban League of Broward County** as one of their senior

managers. Mark is charged with maintaining and growing the Urban League's operational budget as well as working with the CEO, Board of Directors, campaign volunteers and planning consultants to complete the capital campaign.

[Upcoming Economic Development Meetings, Missions & Events](#)

Enterprise Florida Events:

Site Selectors Guild Conference

January 22-24, 2012
Orlando, Florida
Event Type: Convention / Trade Show
Industry Sector: Various

2012 Florida Venture Capital Conference

January 31- February 1, 2012
Naples Grande, Southwest Florida
Event Type: Other
Industry Sector: Various

International Days

February 6-7, 2012
Tallahassee, Florida
Event Type: Other
Industry Sector: Various

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 and to see more event listings, please go to <http://eflorida.com/Events.aspx>.

Other Events:

Clemson University Partnership and Innovation Brunch

Monday, January 2, 2012 10:30 a.m. – 12:00 p.m.
Location: The Westin Diplomat, 3555 South Ocean Drive, Hollywood
For more information, please [click here](#).

“How to do Business with Broward County” Workshop

January 19, 2012 & February 16, 2012 3:00 p.m. – 5:00 p.m.
Location: African-American Research Library and Cultural Center, 2650 Sistrunk Blvd., Fort Lauderdale
For more information, please [click here](#).

NAIOP Economic Outlook Summit

Tuesday, January 24, 2012 8:00 a.m. – 9:30 a.m.
Location: Sheraton Suites, 555 N.W. Cypress Creek Road, Fort Lauderdale
For more information, please [click here](#).

Broward Days

January 25-26, 2012
Location: Tallahassee
For more information, please [click here](#).

"Outlook on the Americas" Luncheon and AACCLA's Strategic Planning Retreat

January 25-27, 2012
Location: The Biltmore, Coral Gables, FL
For more information, please [click here](#).

SFTA Event: State of the Industry

Thursday, January 26, 2012 5:30 p.m. – 8:30 p.m.
Location: TBA
For more information, please [click here](#).

MiaGreen 2012 Expo & Conference (4th edition)

January 26-27, 2012

Location: Miami Beach, Florida

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

2012 South Florida Economic & Development Outlook Program

Wednesday, February 1, 2012 2:00 p.m. – 6:00 p.m.

Location: Gulfstream Park, Sport of Kings Theater, 901 South Federal Highway, Hallandale Beach

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

Alliance Calendar of Events

Alliance Entrepreneur Council Meeting (by invitation only)

Wednesday, January 11, 2012 8:30 a.m. - 10:00 a.m.

Location: B Ocean, 999 North Fort Lauderdale Beach Blvd., Fort Lauderdale

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

Alliance Partner Council Meeting (by invitation only)

Thursday, January 12, 2012 8:30 a.m. - 10:00 a.m.

Location: TBA

For more information, please contact Helen Kulp at 954-524-3113 or at hkulp@gfalliance.org.

Alliance Leadership Council Meeting (by invitation only)

Tuesday, January 17, 2012 8:00 a.m. - 9:30 a.m.

Location: K.C. Wright Administration Building, 600 S.E. 3rd Avenue, Fort Lauderdale

For more information, please contact Tania Vinaixa at 954-627-0133 or at tvinaixa@gfalliance.org.

Alliance Corporate Council Meeting (by invitation only)

Wednesday, January 18, 2012 8:30 a.m. - 10:00 a.m.

Location: TBA

For more information, please contact Helen Kulp at 954-524-3113 or at hkulp@gfalliance.org.

Alliance Governor Council Meeting (by invitation only)

Tuesday, January 24, 2012 8:00 a.m. - 9:30 a.m.

Location: Lauderdale Marine Center, 2015 SW 20th Street, Fort Lauderdale

For more information, please contact Tania Vinaixa at 954-627-0133 or at tvinaixa@gfalliance.org.

Alliance Council Connect (by invitation only)

Thursday, February 16, 2012 6:00 p.m. – 8:00 p.m.

Location: TBA

For more information, please contact Tania Vinaixa at 954-627-0133 or at tvinaixa@gfalliance.org.

Calendar subject to change without notice. Please go to www.gfalliance.org for the most current calendar of events and meetings and for more information regarding the Alliance.

Follow the Alliance on these websites: [Facebook](#), [Twitter](#), [YouTube](#)

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

Why have so many companies relocated to Greater Fort Lauderdale? [Click here](#) to find out (90 second video).

THE ALLIANCE: PARTNERSHIP FOR ECONOMIC GROWTH

Broward County's Official Economic Development Partnership

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