



Photo by Ken Henson – ken@whitehotmedia.com

The Alliance E-Newsletter
January 31, 2011

Top Stories

Pharmaceutical Company Locates in Fort Lauderdale

The Alliance is pleased to announce that CROMA Pharmaceuticals, an Austrian-based company involved in the manufacture of ophthalmology, orthopedics and aesthetics products, has located a new subsidiary in Fort Lauderdale. The company is expected to have ten employees in the first year.

CROMA was founded in Vienna in the mid 70s. Ten years after its formation and the development of the first in-licensed active substance for glaucoma treatment, the company specialized in ophthalmology and began to manufacture its first viscoelastics. In the years to follow, the product portfolio in the ophthalmic area was expanded and the foundation was in place for growth of the company through the establishment of a manufacturing facility for pre-filled syringes.

In 1995, Croma-Pharma was certified as one of the first manufacturers of medical devices in Austria. Four years later, the company launched its first hyaluronate-based product for ophthalmic surgery. In 2000, Croma-Pharma launched a fully automated production of viscoelastic fluids and began to build an international distribution network. Later Croma-Pharma applied its knowledge and experience in the area of ophthalmic viscoelastics, among others, to the field of orthopedics and has successfully manufactured its viscoelastic product line for arthrosis treatment since 2002.

The establishment of subsidiaries in Germany and Poland initiated the company's internationalization and paved the way for a new specialization in the area of medical devices and medicinal products. In 2007 Croma-Pharma successfully acquired the Swiss company Xcelens® as well as the ophthalmic branch of the French Corneal® group. In 2008 all divisions were merged under the umbrella brand CROMA. With subsidiaries in Germany, France, Spain, Poland and Romania and its

domestic market in Austria, CROMA ranks among the most successful Austrian pharmaceutical companies.

“We are pleased to have been able to assist CROMA in their location to Fort Lauderdale and are very happy they chose Fort Lauderdale as their launch site into the U.S. market,” said David Coddington, Vice President of Business Development for the Greater Fort Lauderdale Alliance. “They are another great addition to the very strong life sciences cluster we have in Broward and South Florida.”

City of Hollywood's Economic Lender's Partnership (H.E.L.P.) Financial Consortium Helping Local Businesses with Access to Capital

The City of Hollywood is reaching out to local businesses with assistance in finding access to capital. The City's H.E.L.P. Financial Consortium is a cutting-edge public/private partnership consisting of a group representing traditional and non-traditional lending institutions which have joined forces with the City of Hollywood to streamline access to capital to Hollywood businesses. The lending institutions in the consortium include Accion USA, Metro Broward, Regions Bank, Wachovia, a Wells Fargo Company and the South Florida Regional Planning Council. The consortium seeks to attract and retain businesses that will increase economic development opportunities for the City while enhancing the quality of life for residents.

Under the H.E.L.P. program, a business owner can submit a single loan application to the H.E.L.P. Financial Consortium to be reviewed by representatives of several financial institutions. This process allows business owners to have multiple lending institutions review their application without the business owner's credit score being negatively impacted by numerous inquiries to credit reporting agencies. The H.E.L.P. application process is outlined below:

- Download an application from the Office of Business and International Trade's web site at www.hollywoodfl.org/economic_dev/index.htm, pick up an application packet at City Hall, 2600 Hollywood Boulevard, Room 422 or request an application packet be mailed to you.
- Return the completed loan application packet with all requested supporting documentation by mail or deliver to City Hall, Office of Business and International Trade, 2600 Hollywood Boulevard, Room 422, Hollywood, FL 33022.
- H.E.L.P. members will meet monthly to review loan applications and determine whether one or more of the consortium members is interested in making a loan.
- After the review, the business loan applicant will be notified of the status of his or her loan application by the City's Office of Business and International Trade.

For additional information, please contact the City of Hollywood Office of Business and International Trade at 954-921-3388.

Free Online SBIR/STTR Grant Prep Webinars to be Held in February and March

The Florida Economic Gardening Institute is providing a series of free online webinars about SBIR/STTR funding opportunities. The webinars will take place from 9:00 a.m. to 10:30 a.m. on Mondays in February and March. Participants will learn how to access government dollars for technology commercialization by working closely with small technology firms that are seeking universities and their research faculty as SBIR partners. In addition to an extensive overview on success strategies for writing winning SBIR Phase II proposals, the webinar workshops will focus on the STTR program, which requires collaboration between universities and faculty that are interested in spinning their research into innovative technology startup companies. For more information and to register, please go to www.growflsbirsttrwebinars2011.weebly.com. The Florida Economic Gardening Institute was created by the 2009 Florida Legislature as the Economic Gardening Technical Assistance Program to stimulate investment in Florida's economy by providing technical assistance for expanding businesses in the state.

Employ a Youth this Summer at No Cost to Your Company!

The 2011 Summer Youth Employment Program (SYEP) is inviting all Broward County government and not-for-profit organizations to be an employer of economically disadvantaged youth ages 16-18 this summer. The SYEP offers to employers: (1) One or more youth who will work for your company at no cost to you for 8 weeks next summer; June 20 to August 12, 2011, (2) Youth will work for 30 hours per week and be paid the current minimum wage through a grant from the Children's Services Council of Broward; and (3) Prior to their placement with you, youth will receive 18 hours of employability skills training. For more details please [click here](#).

Don't Miss the Alliance's COUNCIL CONNECT Exclusive Member-to-Member Networking Event

Members of the Alliance are invited to join fellow members in building stronger business relationships at a complimentary **members only** evening reception on Tuesday, February 1. Dean Michael Fields and his staff will host the event at the

recently opened Huizenga Sales Institute of the H. Wayne Huizenga School of Business and Entrepreneurship at Nova Southeastern University. Presentation and tours of the unique facility will be available. The event will be held from 5:30 p.m. to 7:30 p.m. at Nova Southeastern University's Carl DeSantis Building, Huizenga Sales Institute, H. Wayne Huizenga School of Business and Entrepreneurship, 3301 College Avenue. For more information and to RSVP, please [click here](#). If you have any questions about this event, please contact Gail Bulfin at 954-627-0127 or Liz Taschereau at 954-627-0133.

Alliance Economic Sourcebook Advertising Space Available

The Alliance is again working with the South Florida Business Journal to publish its annual award-winning *Economic Sourcebook and Market Profile*. 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 Alliance members, in national and international marketing kits, available at Chambers of Commerce and Broward County libraries, distributed in the South Florida Business Journal, and can be viewed on the Alliance website. The book provides Alliance members with an outstanding marketing opportunity. For information regarding advertising opportunities, please contact Amy Allen at 954-949-7561 or aallen@bizjournals.com.

Education & Workforce Development

Florida Among Top States in New National Report on Education

In a continuation of its movement up the national ranks in education, Florida has been ranked fifth in a new national report on education quality released this month. The annual "Quality Counts" report grades the 50 states and the District of Columbia on their education policies and performance. Florida earned its fifth-in-the-nation showing propelled by strong academic standards and school-accountability rules and by big improvements — on national tests and in high-school-graduation rates — that its students posted this decade, according to the annual report published by Education Week.

"I am very, very pleased with the results," said Education Commissioner Eric Smith. "I think it does speak volumes about the kind of work that's going on in our schools."

For example, Florida was among top-tier states when it came to fourth- and eighth-graders' gains on the National Assessment of Education Progress tests, while high-schoolers improved their scores on Advanced Placement exams.

The state also earned top marks for closing the gap between the performance of students from poor and more affluent families.

WorkForce One Program Aids Broward Businesses in Training New Employees

WorkForce One Employment Solutions' On-the-Job (OJT) Training program is helping qualified Broward businesses recover during tough financial times. This program provides training to new employees in the skills needed to perform their jobs effectively.

Employer benefits include financial reimbursement from 50 percent to 90 percent of the OJT employee's wages during the job training program lasting up to 520 hours. However, training must be related to a specific career or occupational goal.

To qualify, companies must be financially stable, have the intent and capability to retain the OJT employee in long-term employment and provide the same wages and benefits as those in comparable positions. Workers' Compensation is required for OJT employees.

For further information, contact WorkForce One at (954) 383-5715 or via e-mail at OJT@wf1broward.com.

Broward College Awarded \$250,000 Grant

Broward College has been awarded a \$250,000 Project Degree grant from Gateway to College National Network. The college is one of only five schools in the country initially selected to participate in the prestigious, national pilot program. This vitally important award covers a two-and-a-half-year period and will help to support a unique and holistic model program for students who test into multiple college-prep courses. "The purpose is to make sure students actually graduate," said Dr.

Dianne Ruggiero, Broward College's AVP of developmental education, who is leading Project DEgree. She said the program began with 21 students last fall and will grow to about 100.

Broward County Public Schools to Receive Race to the Top Funds

The U.S. Department of Education has announced that Broward County Public Schools will receive \$37,364,356 in Race to the Top Funding. In August 2010, Florida won \$700 million in funding through the federal Race to the Top competition. Half of the funds will be distributed to approved school districts to carry out locally developed education reform plans. The other half of the funding is being used by the state to develop a broad array of programs and strategies that will directly aid all school districts in areas such as: improving their lowest performing schools; recognizing and rewarding their highly effective teachers; and increasing the academic achievement of all students.

BCPS Principal Named Top in the State

Broward County Public Schools Principal James Griffin has received the state's top principal honor – Principal Achievement Award for Outstanding Leadership. The announcement came this month at the Florida Department of Education Commissioner's Summit for Principals in Orlando. Griffin was named Broward's Principal of the Year 2010 while at Rock Island Elementary School last year. He beat out two other finalists for the state's top award and will receive a check for \$5,000. Rock Island Elementary will also receive \$1,000 as part of the recognition.

Top Rankings

The Small Business & Entrepreneurship Council has recognized Florida as **among the top states for small business and entrepreneurship**. The rankings measure the costs and burdens of government on small business, and policy areas that enable their competitiveness and growth. To read more, please [click here](#).

Miami-Fort Lauderdale has been named among America's Top 25 High-Tech areas by *Business Week*. To read more, please [click here](#).

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

Congratulations to **Mike Jackson, Chairman and Chief Executive Officer of AutoNation**, who received **Florida Atlantic University's** College of Business 2011 Business Leader of the Year Award!

Broward Health Imperial Point Medical Center announced that it has received designation as a Nurses Improving Care for Healthsystem Elders (NICHE) site. NICHE is the only national designation indicating a hospital's commitment to elder care excellence.

City Furniture has opened a \$12 million-plus superstore showroom in Boca Raton. The 93,680 square-foot complex features City Furniture and Ashley Furniture HomeStore showrooms under one roof. The superstore was built to meet Leadership in Energy and Environmental Design (LEED) Silver standards for energy efficiency.

CB Richard Ellis (CBRE) is pleased to have arranged the sale of Powerline Industrial Park located at 2301 NW 30th Place in Pompano Beach. The property, which sold for \$23,400,000, included eight buildings totaling 470,000 square feet. The company also arranged the sale of 401 Fairway Drive, an office asset in Deerfield Beach. The 10,636 square-foot boutique three-story office building sold for \$1,550,000.

Congratulations to Alliance Leadership Council and Board of Directors member **Tom Irwin, Executive Vice President and Chief Financial Officer of HEICO**, who was selected top CFO for a publicly traded company at South Florida Business Journal's 2011 CFO Awards!

Nova Southeastern University (NSU) is one of 115 U.S. colleges and universities in the country that recently earned the Carnegie Foundation for the Advancement of Teaching's 2010 Community Engagement Classification. The classification acknowledges significant commitment to and demonstration of community engagement, said Carnegie Foundation President Anthony Bryk. It is awarded to colleges and universities that are dedicated to improving teaching and learning, as well as generating socially responsive knowledge to benefit communities. "Earning this prestigious classification is a testament to NSU's commitment to the community and to volunteerism in general," said NSU Chancellor Ray Ferrero, Jr., J.D. "Part of this university's mission and vision is to be actively engaged in the many communities we serve. NSU is proud to be among the few

prestigious colleges and universities nationwide that were recognized by Carnegie.”

Stiles has acquired Coral Landings III, a 154,934 square-foot shopping center in Coral Springs, for approximately \$14 million. Stiles is actively leasing the retail center, which is anchored by Best Buy, HomeGoods and Jo-Ann Fabrics. The company is resuming construction of the 38,944 square-foot second phase, which plans to include a new 18,300 square-foot ALDI grocery store and is set on fast-track construction for delivery in the fourth quarter 2011.

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida Events:

AACCLA's Outlook on the Americas Briefing

February 3, 2011

Miami

Event Type: International Trade and Investment

Industry Sector: Various

Export Sales Mission to Dominican Republic

February 13-16, 2011

Santo Domingo

Event Type: International Trade and Investment

Industry Sector: Various

ChemTech World Expo 2011

February 23-26, 2011

Mumbai, India

Event Type: International Trade and Investment

Industry Sector: Clean Energy

Africa Export Sales Mission

March 1, 2011

Kenya and Rwanda

Event Type: International Trade and Investment

Industry Sector: Various

Dubai International Boat Show 2011

March 1-5, 2011

Dubai, United Arab Emirates

Event Type: International Trade and Investment

Industry Sector: Marine

Sanctuary Cove International Boat Show

May 19-22, 2011

Brisbane, Australia

Event Type: International Trade and Investment

Industry Sector: Marine

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:

Naval Sea Systems Command (NAVSEA) Small Business Conference

Explore ways in which small business owners can offer their products and services in support of the Navy's mission

February 1, 2011

Location: Florida International University, Graham Center, 11200 SW 8th Street, Modesto A. Maidique Campus, Miami

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

2011 Florida Venture Capital Conference

The 20th Annual Florida Venture Capital Conference will feature expert panel discussions, exclusive networking opportunities, featured speakers and many of Florida's top companies presenting to a national audience of venture capitalists, investment bankers and private equity investors.

February 3-4, 2011

Location: Westin Diplomat Resort & Spa, 3555 South Ocean Drive, Hollywood

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

NAIOP South Florida Chapter 2011 Awards of Excellence

February 15, 2011 5:30 p.m. - 8:00 p.m.

Location: Gulfstream Park, 901 South Federal Highway, Hallandale

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

Renewable Energy World Conference & Expo North America

The Renewable Energy World Conference & Expo North America has been the event leading the way for the renewable industry for eight years. The event features insightful discussions and presentations during technical sessions related to technology, markets, business strategies and policy covering the wind, solar, biomass, hydro, geothermal, ocean/tidal/wave, bio-power, bio-fuels and hydrogen energy sectors.

March 8-10, 2011

Location: Tampa Convention Center

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

BioNetwork East 2011

Key industry biopharma partnering event that provides the essential meeting place for pharma and biotech companies to develop relationships and move programs forward.

March 14-16, 2011

Location: Eden Roc Renaissance, Miami

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

International CTIA WIRELESS 2011

The International CTIA WIRELESS® show is the premier wireless event representing a \$1 trillion global marketplace that brings together wireless and converged communications, wireless broadband and mobile web.

March 22-24, 2011

Location: Orange County Convention Center, Orlando

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

Alliance Calendar of Events

Alliance Council Connect (For members only)

Tuesday, February 1, 2011 5:30 p.m. - 7:30 p.m.

Location: The Sales Institute, H. Wayne Huizenga School of Business and Entrepreneurship, Nova Southeastern University, Carl DeSantis Building, 3301 College Avenue, Fort Lauderdale

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

Partner Council Meeting (by invitation only)

Thursday, February 10, 2011 8:30 a.m. - 10:00 a.m.

Location: City of Dania Beach, 100 W. Dania Beach Boulevard, Dania Beach

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

hkulp@gflalliance.org.

Alliance Breakfast Media Panel (Seating Limited - Members Only)

Friday, February 25, 2011 7:15 a.m. - 8:30 a.m.

Location: The Tower Club, 100 Southeast Third Avenue, One Financial Plaza, Fort Lauderdale

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

Entrepreneur Council Meeting (by invitation only)

Thursday, March 3, 2011 8:30 a.m. - 10:00 a.m.

Location: Technological University of America, 3700 Coconut Creek Parkway, Coconut Creek

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

kweekes@gflalliance.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).

THE ALLIANCE: *PARTNERSHIP FOR ECONOMIC GROWTH*

Broward County's Official Economic Development Partnership

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