

greaterFortLauderdale BrowardAlliance



**The Alliance E-Newsletter
July 29, 2010**

Top Stories

Public Invited to Participate in Broward County Targeted Industries Study Forum on August 3

The Broward County Office of Economic and Small Business Development and the Greater Fort Lauderdale/Broward Alliance will present a public event, the Broward County Targeted Industries Study Forum, on Tuesday, August 3, 2010, from 8 a.m. to noon, in the Carl DeSantis Building at Nova Southeastern University's H. Wayne Huizenga School of Business and Entrepreneurship, 3301 College Avenue, Fort Lauderdale.

The New Targeted Industries Study, approved by the Broward County Board of County Commissioners in May 2010, identified the top 10 high-wage/high-skill industries that Broward County is best positioned to attract. Broward is one of few counties in Florida to commission such a comprehensive Targeted Industries Study.

Broward County's new 10 targeted industries as identified by the study are:

- Advanced Materials and High-Tech Manufacturing
- Alternative Energy and Renewable Resources
- Aviation/Aerospace
- Global Business Services
- Global Media and Production
- Headquarters and Management Operations
- Human Resources and Higher Education
- International Trade and Logistics
- Life Sciences
- Marine Industries

The Broward County Targeted Industries Study Forum will bring together the business community, local government and academia to develop a plan to grow these industries within the County. This approach will prioritize the top three to five industries for marketing and recruitment to yield the best opportunities for job creation within Broward County. The County's economic development partnership encourages all interested parties to be a part of this exciting process.

Each targeted industry will be addressed during the forum by experts in their respective fields. An opening plenary session and panel discussions on each industry will begin at 8 a.m. Facilitated breakout sessions will follow from 10:45 a.m. to noon. A light breakfast also will be

available at 7:30 a.m. for forum participants.

The event is free and open to the public. Public parking is available in the library parking garage for \$1 per hour. For additional information on the Broward County Targeted Industries Study Forum or to register for the event, call 954-357-6155 (voice), 954-357-5664 (TTY) or visit www.broward.org/EconDev.

Florida's Workforce Ranked Number One by CNBC

Florida has been ranked number one in the nation for its workforce by CNBC. The ranking came in CNBC's fourth annual America's Top States for Business rankings — a study of all 50 states that examines 10 different categories, including workforce, to measure each state's ability to attract businesses. Florida moved up from the number three spot in 2009, reclaiming the number-one ranking the state held in 2008.

The workforce rankings in CNBC's annual study are based on several indicators, including the education level of the workforce, the number of available workers, union membership and the relative success of each state's worker training programs in placing participants in jobs. This is the second time in three years that Florida's workforce has achieved the top ranking.

The workforce ranking is one of the most heavily weighted categories in determining each state's total score in the CNBC study, along with the cost of doing business and quality of life. This year, Florida placed number 28 in the study's overall ranking for top business states for the second consecutive year.

To view the CNBC workforce rankings, go to <http://www.cnbc.com/id/37516706>.

JL Audio Renews 136,000 square foot lease at Miramar Park of Commerce

JL Audio, designer and manufacturer of high-performance audio products for the mobile, marine, professional and home audio markets, has renewed its lease for 136,635 square feet of office and warehouse space in the Miramar Park of Commerce.

The location has served as the company's headquarters and manufacturing facility since 1998 and currently has 150 employees. JL Audio also has a distribution, repair and engineering facility in Phoenix. Maridee Bell, vice president of Sunbeam Properties, represented the park.

US Airways Magazine to Feature Greater Fort Lauderdale

The Greater Fort Lauderdale Convention & Visitors Bureau, the Greater Fort Lauderdale/Broward Alliance and the Broward County Office of Economic and Small Business Development are pleased to announce that the Greater Fort Lauderdale region will be the featured destination in the October 2010 issue of *US Airways Magazine*, the award-winning in-flight publication of US Airways.

Profile: Greater Fort Lauderdale will reach 7+ million business and leisure travelers on more than 4,000 daily flights to more than 200 cities in 35 countries.

The coverage will highlight our local tourism industry and economic development initiatives, and also will focus on education and healthcare resources, real estate, technology and other facets of our area.

In addition to being featured in the October issue, Profile: Greater Fort Lauderdale will also be available for one year on *US Airways Magazine's* Web site, www.usairwaysmag.com.

Alliance Annual Meeting set for October 14

October 14, 2010, has been set as the date for the Alliance's 2010 annual meeting. The annual meeting is our most important event of the year, where we present our economic development accomplishments for the fiscal year ending and introduce the community to our new and exciting plans for the upcoming year. This year's dinner event will be held at the Hyatt Pier 66 Resort and Marina in Fort Lauderdale. Be sure to mark your calendar now! For more information or to become a sponsor, please contact Liz Taschereau at 954-627-0133 or at lizt@browardalliance.org.

Florida AFL-CIO Votes to Oppose Amendment 4

The Florida AFL-CIO has announced its opposition to Amendment 4, becoming part of the unprecedented coalition of more than 280 leading business, civic and labor groups that are working to defeat the measure in November. The Florida AFL-CIO decision reflects an emerging consensus among diverse organizations across the political spectrum that Amendment 4 will hurt working families. A proposal to alter Florida's constitution, Amendment 4 would require taxpayer-funded referenda for any change to a local government comprehensive plan, burdening small businesses, local governments and non-profits with additional costs, delays and uncertainty.

Frank Ortis, President of the Florida State Council of Machinists and Aerospace Workers and a board member with the Florida AFL-CIO, emphasized the economic consequences of Amendment 4. "Defeating Amendment 4 means protecting jobs," said Ortis. "As Floridians attempt to recover from the worst recession in a generation, Amendment 4 threatens to drive the jobless rate higher, prolong the recession, and hurt our state's working families." Ortis also serves on the board of the "VOTE NO on 4" Campaign.

The Florida Chamber of Commerce has called Amendment 4 a "jobs-killer" and warned that it could "make the recession permanent."

The Alliance board of directors voted to oppose Amendment 4 earlier this year. For more information, please visit www.florida2010.org.

Businesses May Now Apply for SBA Loans Relating to Oil Spill

Businesses that have sustained an economic injury in Miami-Dade, Glades, Broward, Hendry, Monroe, Lee and Collier counties are now able to apply for the Small Business Administration (SBA) low interest loan under the Deepwater Horizon Oil Spill Disaster Declaration 12172.

Following is information regarding the 2010 Oil Spill Disaster: Resources for Businesses:

Florida's Small Business Emergency Bridge Loan Program

- Activated from the Governor's Office
- Interest free loans up to \$25,000 without collateral
- Application forms: www.floridaoilhelp.com

Florida BP Claims: Hotline: 800-440-0858

- BP claims available for all counties/businesses in Florida
- BP general monthly payout: \$5,000 (adjustable for commercial large loss claims)

SBA Loans: Hotline: 800-659-2955

- Note: \$5,000 loans do not require collateral

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*. 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, included 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 *Economic Sourcebook* provides Alliance members with an outstanding marketing opportunity. The deadline for reserving space for this year's book is August 5th. For additional information, please contact Amy Allen at 954-949-7561 or aallen@bizjournals.com.

Education & Workforce Development

Broward County Public School District Students Continue To Lead State In 2010 FCAT Gains

Broward County Public Schools students continued their positive academic performance, outpacing students in the five largest Florida school districts in most categories and grade levels and outperforming statewide averages, according to the results of the 2010 Florida Comprehensive Assessment Test (FCAT) released by the state on June 30.

Overall, the FCAT results reflect a trend of increasing performance in reading and mathematics in most grade levels. In reading, the percentage of Broward students scoring at level 3 or higher equaled or exceeded the other large school districts in all grades except 7, 9, and 10. In mathematics, the percentage of Broward students scoring at level 3 or higher equaled or exceeded other large school districts at every grade level except grades 7, 8, and 10.

On the science test, students demonstrated higher achievement than the state in grade 8, but were slightly lower in grade 11. Within the five largest districts, Broward ranks second in grades 5 and 8 and fourth in grade 11 in science. On the writing test, Broward students displayed a markedly higher proportion of students scoring 4.0 and above than the rest of the state.

In addition, Broward ranks first among the large districts in grade 4, and second in grades 8 and 10.

"We are extremely proud of our teachers and support personnel," said Broward Schools Superintendent James F. Notter. "In some extremely difficult circumstances during the year and a challenging economy, Team Broward kept focus on academic achievement and came through for all of our students."

School-by-school results and state and district summary data may be found on the Florida Department of Education Web site at (<http://fcat.fldoe.org/>).

Broward County Public Schools Announces \$3 Million Apprenticeship Program Investment

The Broward County School Board has announced a \$3 million investment from the federal Workforce Development Education Fund for the apprenticeship training program to prepare workers to compete in the future economy.

Broward County Public Schools (BCPS) is home to the largest apprenticeship-training program in the Southeastern United States. The program is an effective job training system for skilled trade and journeymen. The District's apprenticeship-training program is designed to prepare individuals for occupations in skilled trades and crafts and combines structured on-

the-job training — supervised by experienced journeymen — with related classroom instruction.

As part of a \$3 million Workforce Development Education investment to BCPS through Atlantic Technical Center, The School Board continues agreements with 11 apprenticeship agencies including Advanced Education Apprenticeship Training, Inc.; Associated Builders and Contractors Institute, Inc.; Florida Carpenters Regional Council Training Trust Fund; Florida East Coast Electrical JATC; Florida Training Services, Inc.; Masonry Association of Florida, Inc.; South Florida Chapter of the Associated General Contractors; South Florida Ironworkers Local Union #272 JATC; South Florida Operating Engineers Apprentice and Training Trust; South Florida Trowel Trades Joint Apprenticeship and Training Fund; and United Service Training Corporation, which operate a registered building trades apprenticeship program in air conditioning, carpentry, electric line service and repair, electrical, fire sprinkler, heavy equipment operator, masonry, millwright, plumbing, sheet metal and structural steel.

There are currently nearly 2,500 students participating in building trades apprenticeship programs in BCPS. Apprentices who successfully complete the prescribed number of training hours, usually from two to five years, in an apprenticeship-training program can become certified and skilled journeymen.

Business Briefs and Alliance Member News

(Alliance members in bold)

Citrix Systems, Inc. has announced the availability of advanced certifications for engineers and architects specializing in end-to-end Citrix virtualization solutions. The certifications are the Citrix Certified Enterprise Engineer (CCEE) for Virtualization and Citrix Certified Integration Architect™ (CCIA) for Virtualization. With these programs, Citrix is helping IT professionals develop and prove the real-world skills required to deliver end-to-end virtual computing, from the data center to the desktop.

Florida Power & Light Company has been recognized by the Southeastern Electric Exchange with its highest honor for outstanding performance in constructing the largest solar photovoltaic power plant in the United States – the 25-megawatt DeSoto Next Generation Solar Energy Center. The special Chairman’s Award is given annually by the Exchange to the project it deems “best of the best” among all entrants in its 11 award categories.

MSC Cruises has finalized an order for its 12th ship, the MSC Fantastica, which will be built by the STX France shipyard. The Fantasia-class ship is expected to be delivered by spring 2012. The 3,274-passenger Fantasia class includes a ship-within-a-ship – the 99-suite MSC Yacht Club, which has butler service and its own bar, solarium, swimming pool and observation lounge, according to MSC’s website. The ship has five restaurants and four swimming pools. MSC Cruises USA has a headquarters in Fort Lauderdale and is the North American sales and marketing agent of MSC Crociere of Naples, Italy. The MSC Poesia regularly sails out of Port Everglades.

Continuing 30 years of involvement with Kids in Distress, **Stiles** has announced it has been awarded the construction contract for a new Pediatric Dental and Optometry Clinic at the organization’s main campus in Wilton Manors. The clinic will service more than 5,000 children and families annually.

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida Events:

Export Sales Mission to Colombia

August 9-14, 2010
Bogotá & Cartagena, Colombia
Event Type: International Trade and Investment
Industry Sector: Various

AFRICANDO 2010

September 1, 2010
Miami
Event Type: International Trade and Investment
Industry Sector: Information Technology

Medical Fair Asia

September 17-19, 2010
Suntec City, Singapore
Event Type: International Trade and Investment
Industry Sector: Life Sciences

China Hi-Tech Fair

November 16-21, 2010
Shenzhen Convention & Exhibition Center, China
Event Type: International Trade Fair
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 visit <http://eflorida.com/Events.aspx>.

Other Events:

Targeted Industries Study Forum

Tuesday, August 3, 2010 7:30 a.m. - 12:00 p.m.
Nova Southeastern University, H. Wayne Huizenga School of Business & Entrepreneurship,
Carl DeSantis Building, 3301 College Avenue, Fort Lauderdale
To register, please go to www.browardalliance.org/targetedindustries.
For more information, please contact Deborah Wilkinson at 954-357-6155.

BOMA & USGBC Luncheon Meeting

Thursday, August 19, 2010 11:30 a.m. - 2:30 p.m.
Signature Grand, 6900 W. State Road 84, Davie
For more information, please go to www.bomasfl.org.

ULI 2010 Vision Awards Dinner

Thursday, August 26, 2010 5:30 p.m. - 8:30 p.m.
Seminole Hard Rock Hotel, Grand Ballroom, 1 Seminole Way, Hollywood
For more information or to register, please [click here](#).

Regional Small Business Conference and Expo

(The City of Hollywood has partnered with the cities of Dania Beach, Miramar and Pembroke Pines, business organizations and other agencies to host the First Annual Regional Small Business Conference and Expo to help businesses access capital and other resources to sustain and grow their enterprises.)

Wednesday, September 22, 2010 9:00 a.m. - 3:00 p.m.
Hillcrest Golf & Country Club, 4600 Hillcrest Drive, Hollywood
For more information or to register, please go to
https://www.hollywoodfl.org/sp/SmallBusiness_Expo/sbexpo.htm

Alliance Calendar of Events

Partner Council Meeting (by invitation only)

Thursday, August 12, 2010 8:30 a.m. - 10:00 a.m.

Location: Town of Davie, 6591 Orange Drive, Davie

For more information, please contact Helen Kulp at 954-627-0131 or at hkulp@browardalliance.org.

Entrepreneur Council Meeting (by invitation only)

Wednesday, September 8, 2010 8:30 a.m. - 10:00 a.m.

Location: Met Life, 5900 N. Andrews Avenue, 8th Floor, Fort Lauderdale

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

Corporate Council Meeting (by invitation only)

Wednesday, September 15, 2010 8:30 a.m. - 10:00 a.m.

Location: Peak 10 South Florida, 5301 N.W. 33rd Avenue, Fort Lauderdale

For more information, please contact Helen Kulp at 954-627-0131 or at hkulp@browardalliance.org.

Leadership Council Meeting (by invitation only)

Tuesday, September 21, 2010 8:00 a.m. - 9:30 a.m.

Location: TBA

For more information, please contact Liz Taschereau at 954-627-0133 or at lizt@browardalliance.org.

Governor Council Meeting (by invitation only)

Tuesday, September 28, 2010 8:00 a.m. - 9:30 a.m.

Location: TBA

For more information, please contact Liz Taschereau at 954-627-0133 or at lizt@browardalliance.org.

Annual Meeting and Dinner

Thursday, October 14, 2010 6:00 p.m. Registration, Silent Auction and Reception

7:30 p.m. Program and Dinner

Hyatt Pier 66 Resort and Marina, Fort Lauderdale

For more information or to become a sponsor, please contact Liz Taschereau at 954-627-0133 or at lizt@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 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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