

greaterFortLauderdale BrowardAlliance



**The Alliance E-Newsletter
June 30, 2010**

Top Stories

Kaplan University Celebrates New Location in Plantation

Kaplan University celebrated the grand opening of its new location in the City of Plantation during a ribbon cutting ceremony on June 23rd attended by local elected officials, University administrators, employees and guests. Plantation Mayor Rae Carole Armstrong welcomed the University, saying an educated workforce is the key to economic development and the backbone of future business development.

"Kaplan provides a different school of thought on how to deliver educational programs, an impressive use of technology and a broad curriculum to meet the diverse needs that are so critical to our city and the workforce today," said Armstrong.

The new site, a four-story building located at 1601 SW 80th Terrace, opened in October 2009. It houses admissions officers and other online student support staff, as well as a Kaplan University Learning Center. The Center is designed to provide face-to-face support services and up to four classroom-based courses for local online students. The site already has nearly 500 employees and will eventually house 700.

"This is our fourth support center in Broward County, but it's really a first for our University," said Gregory Marino, president of Kaplan University Group. "This the first location that combines the best of both worlds at Kaplan: a support center to assist students who attend classes online from anywhere in the world and a Kaplan University Learning Center that offers face-to-face advisor support and some classroom courses for online students living here in South Florida. We couldn't be more excited about bringing this 21st century learning model to Broward County."

Kaplan continues to open new sites to accommodate its growing student body. The University opened a Learning Center in Delray Beach earlier this year, an Orlando online student support center in 2009 and a third Fort Lauderdale support center in 2008. The University has 12 campuses in Iowa, Nebraska, Maryland and Maine, and online student support centers in Chicago, Phoenix and Boca Raton. Kaplan opened its first offices in South Florida in 2000 with 65 employees and today has nearly 3,000 employees here.

Florida Number 5 for Economic Outlook (Source: South Florida Business Journal)

Florida's economic outlook ranks fifth among the 50 U.S. states, according to the latest edition

of an annual study by the American Legislative Exchange Council.

The 2010 "Rich States, Poor States" study presents state economic outlook rankings based on public policies that have a proven impact on growth, revealing which states have the best chance of experiencing economic recovery, and which need to re-examine their policies before they can expect to see improvement.

Utah, Colorado, Arizona and South Dakota ranked 1-4 in the study. The bottom five states include California, Illinois, New Jersey, Vermont and New York.

Although the Sunshine State has been devastated by an unemployment rate topping 10 percent for most of the past year and a half, its economic outlook actually improved since the study's inaugural edition in 2008, moving from 16th that year to 11th in 2009.

Florida scored highest for its top marginal personal income tax rate, state minimum wage and its right-to-work status. Low scores included tax burden (No. 45) and tort litigation treatment/judicial impartiality (No. 42).

To view entire story, please [click here](#).

Port Everglades Opens New Bridge to Expedite Cargo Movement

Cargo trucks will be able to move within Port Everglades faster and more conveniently with the opening of a new bridge that connects areas that were previously separated by a canal and two security checkpoints.

"This bridge is a symbol of how the age of enhanced security has changed our lives and how we have learned to overcome adversity to actually create a better, stronger product," Broward County Commissioner Stacy Ritter told the approximately 100 people who attended the June 10th bridge opening.

Funded in part through approximately \$5.1 million in Florida Department of Transportation grants, the \$11.5 million bridge, dubbed "Manatee Crossing," allows truckers to travel from Midport to Southport within Port Everglades without having to exit and reenter restricted areas of the port, which previously required two security stops. With the addition of the new bridge, truckers can make multiple movements within the port jurisdictional area after going through the initial entrance security checkpoint. To view entire story, please [click here](#).

Governor Crist Activates Emergency Bridge Loan Program for Businesses Affected by Gulf Oil Spill

In an effort to assist businesses impacted by the Deepwater Horizon oil spill, Governor Charlie Crist has activated Florida's Small Business Emergency Bridge Loan Program, which will provide emergency, short-term loans to established small businesses in the designated counties of Escambia, Santa Rosa, Okaloosa, Walton, Bay, Gulf, Franklin, Wakulla, Jefferson, Taylor, Dixie, Levy, Citrus, Hernando, Pasco, Pinellas, Hillsborough, Manatee, Sarasota, Charlotte, Lee, Collier, Monroe, Miami-Dade, Broward and Palm Beach.

"Though BP may be the responsible party, we will continue to help ourselves by being proactive in supporting Florida businesses and families," said Governor Crist. "Providing a much-needed source of financial relief to our businesses will help secure Florida's future economy."

The Florida Small Business Emergency Bridge Loan Program provides an expedient cash flow to businesses which are physically or economically damaged by a major catastrophe. The short-term loans help bridge the gap between the time the catastrophe hits and when a

business secures other resources, including profits from a revived business, payment of claims, or longer-term loans.

The Governor has allocated \$5 million from General Revenue to fund the bridge loan program. The appropriation is made through a budget amendment pursuant to the Governor's emergency declaration.

Florida's Small Business Emergency Bridge Loan Program was first activated in the aftermath of Hurricane Andrew in an effort to provide short-term emergency funding to businesses in need of immediate cash flow. Since then, the program has minimized the economic impacts of the Winter Storm of 1993, the Northwest Florida Floods of 1994, and Hurricanes Opal, Georges, Charley, Frances, Ivan, Jeanne, Dennis and Wilma.

Short-term loans of up to \$25,000 will be available to owners of small businesses (less than 100 employees) in counties impacted by the recent oil spill. The interest-free loans come in terms of 12 month maturities. To be eligible, a business owner must have been operational for one full year prior to the Deepwater Horizon Oil Spill on April 20, 2010, and demonstrate physical damage or economic injury as a result of the oil spill.

Applications for businesses will be available Monday, June 14, 2010. To receive an application or more information on the program, please contact the Governor's Office of Tourism, Trade, and Economic Development at 850-487-2568, or the Florida First Capital Finance Corporation (www.ffcf.com) at 850-681-3601.

Additional information is also available at <http://floridaoilhelp.com/>.

Broward County Green Workforce Think Tank (GWTT) Study Outcome Offers Inspired and Informative Results

On Monday, June 21, 2010, key contributors and advocates delivered the findings of the Broward County Green Workforce Think Tank Innovation Project, a year-long study on the greening of Broward County and Property Assessed Clean Energy (PACE) financing to numerous city officials, mayors, notable VIPs and some of the most prestigious media outlets in South Florida.

In a unique and informative three-hour workshop/press conference held at Advanced Green Technologies, guests learned about the key aspects of PACE, then experienced a "solar" tour, before listening to dignitaries share study results and its impact on the development of a strong green economy in Broward County. Crucial points included where green jobs may emerge, what job training opportunities will help the growth of these jobs and what changes in public policy are necessary to encourage the growth of a green economy.

State Representative/Majority Leader Adam Hasner opened the first 50-minute session with what PACE means to the community. Trenton Allen and Robert Szostak, Citi Municipal Securities, then spoke on PACE financing models.

"It is my pleasure to share the results of the Green Workforce Innovation Project, funded by a \$50,000 grant from the Citi Foundation to Broward College," said Barbara Romani, Citi Community Development, South Regional Director. "The work of the Green Workforce Think Tank is a great model of how business, education, government and nonprofits can collaborate on initiatives that encourage delivery of a green economy in Broward County."

Joined by speakers Bob Swindell, President and CEO, Greater Ft. Lauderdale/Broward Alliance; J. David Armstrong, Jr., President, Broward College; James Notter, Superintendent, Broward County Public Schools; Mason Jackson, President, Workforce One; and moderated by Tim McWhirter, author of the study, each presenter offered an integral piece of knowledge to further the findings. To view entire story, please [click here](#).

For questions, information, or to learn how you can get involved, contact the Greater Fort Lauderdale/Broward Alliance at 954-524-3113.

Education & Workforce Development

Alliance Honors World Class Faculty Member

University of Florida (UF) entomologist Dr. Nan-Yao Su is one of the world's foremost termite experts and earlier this month he was honored as one of South Florida's foremost educators, thanks to his work with graduate students at UF's Fort Lauderdale Research and Education Center.

The Greater Fort Lauderdale/Broward Alliance named Su its 2010 recipient of the Educational Excellence Builds Business award. He was honored at the Alliance's mid-year meeting on June 10th.

The award recognizes Broward County educators who are nationally or internationally known in their fields.

Su, a professor at the Fort Lauderdale center, is best known as developer of the Sentricon baiting system for control of subterranean termites. He's also proud of his work with UF entomology graduate students. Two of his grad students recently completed their degrees, three will continue their studies, and five new arrivals are on the way, he said.

"We want to expose students directly to research instead of just telling them about entomology in the classrooms," Su said. "We are probably one of the largest termite research units in the world, and many scientists have been mentored through our graduate programs here."

The Alliance's Educational Excellence Builds Business Campaign is one of the ways the business community, through the Alliance, works to showcase the high quality of Broward's PreK-20 education system and the outstanding quality of Broward's workforce.

BCPS Third Grade Students Achieve Highest FCAT Math and Reading Scores of the State's Big Five Districts

Broward County Public Schools third grade students produced the top FCAT results among the five largest Florida school districts in overall reading and math performance, according to 2010 results released by the Florida Department of Education.

Overall, students registered a math proficiency rate of 80 percent, exceeding the statewide rate of 78 percent by two percentage points. Broward's third grade students also attained a math proficiency rate that exceeded that of other large districts by one to five percentage points. Since 2006, for four consecutive years, Broward has demonstrated higher achievement than the state on third grade FCAT math.

Business Briefs and Alliance Member News

(Alliance members in bold)

Bank of America recently released the first-year results of its 10-year, \$1.5 trillion community development goal to lend and invest in underserved communities. Initiated in 2009 as the largest community development goal ever established by a U.S. financial institution, Bank of America provided \$168.2 billion in community development lending and investments primarily benefitting low- and moderate-income (LMI) communities and minority customers in the first year. To view entire story, please [click here](#).

Broward County Government was recently awarded six 2010 NACo Achievement Awards by the National Association of Counties. NACo's prestigious annual Achievement Awards recognize innovation in county government programs. Broward County received two awards in each of the following categories: County Administration, Environmental Protection and Information Technology.

Broward County recently received the ratings of AA+, AA+ and Aa2 from *Standard & Poor's*, *Fitch*, and *Moody's*, respectively, on the County's upcoming half-cent sales tax revenue bonds for the proposed new courthouse complex. The County also received an upgrade from *Fitch* to AA+ on the Tourist Development Tax Bonds. The three bond rating agencies cited the County's strong and diverse local economy, solid sales tax collection growth, modest debt levels, high revenue coverage and prudent financial management in a challenging fiscal environment as reasons for awarding the County such high ratings.

Standard & Poor's affirmed its underlying A rating, and its AAA/A-1+ long term rating, and revised its outlook to positive from stable on the North Broward Hospital District (doing business as **Broward Health**). The revision was based on Standard & Poor's view of Broward Health's improved financial profile. Moody's Investors Service affirmed the A2 rating assigned to NBHD's \$264 million outstanding bonds stating that the rating outlook is stable, and reflects their belief that financial performance will continue to provide for ample debt service coverage.

CoreNet Global, the 6,500-member international association of corporate real estate (CRE) and workplace executives, has announced that Robin Ronne, Managing Director of the **CEO Council of the Greater Fort Lauderdale/Broward Alliance**, has been named to its global Finance Committee. The appointment, for a three-year term, brings one of the association's most experienced economic developers into the key committee, which oversees CoreNet Global's financial affairs. Ronne also serves on the Editorial Advisory Committee for *The LEADER* magazine, CoreNet Global's official publication.

Memorial Healthcare System has been recognized by the Premiere healthcare alliance as a winner of the Premier Award for Quality (AFQ). It is one of only three healthcare systems nationwide to earn this distinction for leading healthcare organizations that provide efficient, outstanding patient care and consistently set the standard in clinical excellence. In addition, Memorial Hospital Miramar and Memorial Hospital Pembroke, both within Memorial Healthcare System, received AFQ awards for their facilities. They were among only 21 hospitals that were singled out for this honor. AFQ winners rank in the top 1 percent in the nation for patient care.

SourceRight Solutions, a division of **SFN Group, Inc.** has announced the launch of WorldSource, a service offering that combines the knowledge, experience and resources of SourceRight and Hays plc into a robust talent acquisition outsourcing solution for client organizations worldwide. A result of SourceRight and Hays' strategic alliance, WorldSource capabilities help large, global organizations maximize the value of their blended workforces - including employees, contingent workers and independent contractors. To view entire story, please [click here](#).

Museum of Discovery and Science President and Chief Executive Officer Kim L. Cavendish, Board of Trustees and guests recently broke ground on the new EcoDiscovery Center. The new Center, slated to open in the fall of 2011, is a 31,000 square foot addition that will effectively double the public space of the Museum of Discovery and Science. **Stiles** will be the prime contractor for the project.

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida Events:

Expo Logistica 2010

July 7 - 9, 2010
Mexico D.F., Mexico
Event Type: International Trade and Investment
Industry Sector: Various

Farnborough Air Show

July 19 - 25, 2010
Farnborough, England
Event Type: International Trade and Investment
Industry Sector: Aerospace/Aviation

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

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:

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

Alliance Calendar of Events

Partner Council Meeting (by invitation only)

Thursday, July 8th 8:30 a.m. – 10:00 a.m.
Location: Coconut Creek Community Center, 1100 Lyons Road, Coconut Creek
For more information, please contact Helen Kulp at 954-627-0131 or at hkulp@browardalliance.org.

Leadership Council Meeting (by invitation only)

Wednesday, July 28, 2010 8:00 a.m. - 9:30 a.m.
Location: AutoNation, 200 S.W. 1st Avenue, 15th Floor, Fort Lauderdale
For more information, please contact Liz Taschereau at 954-627-0133 or at lizt@browardalliance.org.

Annual Meeting and Dinner

Thursday, October 14, 2010
Hyatt Regency Pier Sixty-Six Resort and Spa

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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