



Photo by Ken Henson – ken@whitehotmedia.com

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

**Top Stories**

## **New Volunteer Leaders Announced for Greater Fort Lauderdale Alliance**

J. David Armstrong Jr. has been named Chairman of the Board for the Greater Fort Lauderdale Alliance for 2010-2011. Armstrong is President of Broward College, where he leads a diverse, learning-centered community enrolling more than 60,000 students annually. He brings more than 20 years of experience as a leader in higher education and economic development to his presidency at Broward College and to the Chairmanship of the Alliance. President Armstrong is an alumnus of the Leadership Florida Class of 1999-2000 and a graduate of Harvard University's Kennedy School of Government Program for Senior Executives in State and Local Government. He holds leadership positions in several statewide organizations, including Workforce Florida's Strategy Council, which he chairs and the Florida Council of 100. Within Broward County, President Armstrong serves on the United Way of Broward County Board of Directors and is a member of the Broward Workshop, an organization composed of 100 of Broward County's chief corporate and professional decision-makers. President Armstrong also serves as a member of the Broward College Foundation Board of Directors. Prior to joining Broward College, President Armstrong served as Chancellor of the Florida Community College System.

Also named as Officers for 2010-2011 are Steven Hickman, who continues as Vice Chair; Gerard Litrento, Executive Vice President of BankUnited, who was named Secretary; and Gale Butler, Vice President of Corporate Affairs for AutoNation, who was named Treasurer.

In addition to the Officers, the Alliance's 2010-2011 Executive Committee is comprised of Peggy Nordeen, CEO of Starmark International and Immediate Past Chair of the Alliance; Bob Swindell, President and CEO of the Alliance; Ray Ferrero, Jr., Nova Southeastern University; Charity Good, City of Plantation; Mason Jackson, WorkForce One; Kathy Koch, Ambit Advertising and Public Relations; Edward Mitchell, Duke Realty Corporation; Mike Moore, ArcView Associates, LLC; Mayor John P. "Jack" Seiler, City of Fort Lauderdale; Ben Wesley, FPL; Bill White, Compass Office Solutions, and Of counsel, Barry Somerstein, Ruden McClosky.

Leaders named as new directors to the Alliance's 2010-2011 Board of Directors are: Dr. Jennifer O'Flannery Anderson, United Way of Broward County; Cressman Bronson, PNC Bank; Tony Coley, BB&T; Nelson Fernandez, ANF Group; Dennis Holste, City of Margate CRA ; Tom Kennedy, South Florida Manufacturers Association; Kurt Langsenkamp, Steel Fabricators; Tim Love, Humana; Steven Mariano, Patriot Risk Management; Stephen Scott, City of Fort Lauderdale; Dr. Germaine Smith-Baugh, Urban League of Broward County; Carlos Vidueira, Marine Industries Association of South Florida; Tony Villamil, St. Thomas University and Washington Economics Group; and John Webb, Greater Fort Lauderdale Convention and Visitors Bureau. The new officers and directors will serve a one-year term from October, 2010 to September, 2011.

"Our 2010-2011 Board of Directors is comprised of a very strong and diverse group of community leaders from a variety of business and community backgrounds," said Swindell. "We are very appreciative of their involvement and commitment to growing jobs in Broward County. This is a critical time for community leaders to step forward to improve our business climate and help increase employment in Broward County by volunteering to serve on the Alliance's board."

## **Guarantee Insurance Signs Five-Year, 21,000-Square-Foot Lease Expansion in Downtown Fort Lauderdale**

Stiles Realty has announced that Guarantee Insurance has signed a five-year lease expansion for 21,000 square feet of office space at the 408,079-square-foot Las Olas City Centre in the downtown central business district of Fort Lauderdale. This makes the 23 story mixed-use class A office building with direct frontage on the Las Olas Boulevard 89% leased, one of the highest office building occupancy rates on Las Olas Boulevard. The total value of

the lease is in excess of \$4.5 million. This trophy building is owned in partnership by Stiles and Shorenstein Company. Stiles also administers the leasing and property management of the building.

Demonstrating their commitment to downtown Fort Lauderdale, Guarantee Insurance is expanding from their current 7,000-square-foot office space and bringing in more than 50 new employees to occupy the space. Norm Adams and Liz Glaria of Stiles Realty represented the ownership in lease negotiations, while Jim Cahlin of Cushman & Wakefield represented Guarantee Insurance. Las Olas City Centre is home to a variety of well-known quality tenants, such as Bank of America, UBS and Greenberg Traurig, among others.

"We are especially pleased to continue our relationship with Guarantee Insurance, a strong and exceptionally well respected insurance carrier," said Norm Adams, Stiles Director of Real Estate. "This lease represents not only a commitment to downtown Fort Lauderdale and the building, but also a commitment for the business itself. This positions Guarantee Insurance with a space that allows for growth so they can remain in the building and a part of our highly valued tenant mix for years to come."

"This move demonstrates our long-term allegiance to downtown Fort Lauderdale and enables us to bring together employees across our financial services spectrum to better serve our clients," said Steve Mariano, president of Guarantee Insurance's Fort Lauderdale Office. "Our ability to make this happen in the current environment also demonstrates the financial strength and stability of Guarantee Insurance."

### **Best-Selling Author and World-Renowned Economist Richard Florida to Speak December 2**

Richard Florida, best-selling author and one of the world's leading public intellectuals on economic development and trends in business and communities, will present new ideas from his latest book, *The Great Reset* on Thursday December 2, from 11:00 a.m. to 1:00 p.m. at the Rose & Alfred Miniaci Performing Arts Center, Nova Southeastern University, 3100 Ray Ferrero Jr. Blvd. in Fort Lauderdale.

Florida is author of *The Great Reset*, *The Rise of the Creative Class* and *Who's Your City?*, and the founder of the Creative Class Group. Florida's new book, *The Great Reset*, explains how new ways of living and working will drive post-crash prosperity.

As a regular correspondent for *The Atlantic* and a regular columnist for *The Globe and Mail*, Florida has been featured as an expert on MSNBC, CNN, BBC, NPR and CBS. He has also written for *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The Boston Globe*, *The Economist*, and *The Harvard Business Review*; and been appointed to the Business Innovation Factory's Research Advisory Council and recently named European Ambassador for Creativity and Innovation.

Please RSVP ONLINE at [www.broward.org/arts](http://www.broward.org/arts), and click EVENTS. Admission will be by advance reservation and includes parking and a box lunch for only \$15.

### **Gail Bulfin Named Vice President – Membership Development of Greater Fort Lauderdale Alliance**

Bob Swindell, president and CEO of the Greater Fort Lauderdale Alliance, has announced that Gail Bulfin has joined the Alliance as Vice President – Membership Development.

Most recently, Bulfin was Editor for News Research, Training and Readership at the *Sun Sentinel*, a Tribune Company newspaper. In this role, Bulfin directly managed the news research department whose main function was to investigate background information for news stories and archive all published materials for the company. She oversaw training for 350

newsroom staff and handled reader issues for the division. She was the director for the National Writers' Workshop, an annual weekend conference for writers held in Fort Lauderdale, drawing over 450 attendees from around the state. She is also credited with creating an innovative national training program for front line managers geared towards maximizing staff satisfaction and minimizing staff turnover. The Tribune Company is a Fortune 500 media company, operating business in broadcast, print, and electronic publishing, with operating revenues of over \$5B. The *Sun Sentinel*, along with its combined products - WSFL, *Sunsentinel.com*, *City Link*, *South Florida Parenting*, and *City & Shore* - reaches more than a million readers per week and over 43 million page views per month.

"We are very pleased Gail has joined the Alliance and brings her vast knowledge of the community to our organization," said Swindell. "The Alliance's members are the backbone of our organization and Gail will do an excellent job in meeting their needs and helping them find the best ways to partner with the Alliance to grow jobs and strengthen our economy. Gail's experience at developing critical relationships within the community will serve our members well. Her exceptional news research instincts will help us target the needs of our members, contributing to new member recruitment, existing member satisfaction and retention, and connecting our members with the right business opportunities."

While announcing Bulfin to her new position, Swindell also announced that Liz Taschereau has been promoted from Member Relations Coordinator to Membership Services Manager.

Bulfin received her Bachelor of Arts degree from the University of Delaware. She has been a frequent speaker at media workshops both nationally and internationally on the topics of reader awareness and training. She currently holds board positions with the Friends of the Museum of Science and Discovery and the Executive Women's Golf Association.

### **Education & Workforce Development**

#### **Virginia Shuman Young Elementary Honored as a Blue Ribbon School at Ceremony in Washington, D.C.**

Virginia Shuman Young Elementary School was one of only four Florida public schools recognized during a ceremony on November 16 in Washington, D.C. for their selection into the No Child Left Behind (NCLB) Blue Ribbon Schools program.

The Blue Ribbon Schools program recognizes schools that were either academically superior or demonstrated dramatic gains in overall student achievement in both reading and mathematics. Principal Dr. Mark Strauss, representing Virginia Shuman Young, was presented with a plaque and a flag signifying his school's NCLB Blue Ribbon School status.

"My most sincere congratulations go out to each of these schools for earning this national honor," said Education Commissioner Dr. Eric J. Smith. "There is no doubt that they have put forth tremendous effort to create a culture of learning filled with opportunities for all students to reach their full potential."

The Blue Ribbon Schools program, sponsored by the U.S. Department of Education, selected schools based on one of two criteria: schools with at least 40 percent of their students from disadvantaged backgrounds that dramatically improve student performance to high levels on state tests; and schools whose students, regardless of background, achieve in the top 10 percent of their state on state tests.

#### **Broward County Public Schools Virtual School Receives National Online Learning Innovator Award**

Broward Virtual School (BVS) was selected as the 2010 winner of the iNACOL (International Association for K12 Online Learning) Online Learning Innovator Award for

Outstanding/Innovative Online Learning Practice for an Individual/Team/Program. BVS was one of only five programs in the country recognized for the honor. The award was announced at the Virtual School Symposium on November 14, 2010, at the Annual iNACOL membership meeting held in Glendale, AZ.

### **School Board Elects Benjamin J. Williams, Chair and Ann Murray, Vice Chair**

The School Board of Broward County has elected Benjamin J. Williams (District 5) Chair and Ann Murray (District 1) Vice Chair. The nominations and voting took place during the School Board organizational meeting held Tuesday, November 16 following the swearing-in ceremony for the four newly elected Board members and two re-elected Board members. To read entire story, please [click here](#).

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

**CB Richard Ellis (CBRE)** is pleased to have represented Meli, Inc. in the sale disposition of 1831 Blount Road, a 24,450-square-foot industrial property in Pompano Beach. The property was sold to DRM Partners for \$2,490,000, or \$101 per square foot. CBRE brokers, Harry Tangalakis, Tom O'Loughlin and Lindsay Dekker provided seller representation.

Genesis Capital Partners XI, Ltd. and **Transwestern** are pleased to announce that 110 Tower has received ENERGY STAR® rating for 2010, the only building in Fort Lauderdale's Central Business District to currently hold this distinction. This is yet another monumental milestone for the iconic building in midst of its multi-million dollar capital improvements initiative.

**Mayback and Hoffman, P.A.** recently won a \$15 million royalty damages patent infringement judgment on behalf of their client Michael S. Powell in a case against The Home Depot U.S.A., Inc. To learn more, please [click here](#) or go to <http://www.11alive.com/news/local/story.aspx?storyid=163666&catid=40>.

**Stiles Property Management**, the third largest Property Management firm in South Florida, has announced that two of the firm's managed trophy buildings, Las Olas City Centre and 300 Las Olas Place, have received The Outstanding Building of the Year (TOBY) Office and Earth Awards from the local Fort Lauderdale/Palm Beaches Building Owners and Managers Association (BOMA).

**Stiles Realty** has announced that the highly-anticipated steak house, Rare Las Olas, has signed a ten-year lease of 6,631 square feet of prime ground floor retail space at the 408,079-square-foot Las Olas City Centre in the downtown central business district of Fort Lauderdale. Las Olas City Centre is owned in partnership by Stiles and Shorenstein Company. Stiles also performs the leasing and property management for the building.

### **Spotlight on Recently Joined Alliance Members**

**Wachovia, a Wells Fargo Company**, joins the ranks of the CEO Council. Kathryn G. Dinkin, Southeast Florida Regional President for Wachovia will help the Alliance as it seeks to attract corporate headquarter relocations. Wells Fargo & Company (NYSE: WFC) is a nationwide, diversified, community-based financial services company with more than 9,000 stores and 12,000 ATMs. Wells Fargo and Wachovia strongly believe in supporting their communities through financial support and community involvement. Founded in 1852, Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial finance. [www.wachovia.com](http://www.wachovia.com)

New to the **Leadership Council** is **BB&T**. BB&T Corporation, headquartered in Winston-Salem, N.C., is among the nation's top financial-holding companies with \$157.2 billion in assets operating approximately 1,800 financial centers primarily along the Central and Southern East Coast of the United States. BB&T's banking subsidiaries are organized as a



group of community banks, each with a regional president, allowing decisions to be made locally. Antonio "Tony" Coley, a former University of Miami football standout is the City Executive for BB&T Broward operations. [www.bbt.com/](http://www.bbt.com/)

The Alliance welcomes new **Corporate Council** members **Technological University of America** and **Ernst & Young**.

Technological University of America, which traces its roots to the Universidad Technological University of Peru, will be offering Master and Bachelor degree programs in technology-related fields such as Telecommunications and Network Engineering, Information Technology Engineering and Systems Engineering. They also offer certificate programs in Microsoft, CISCO, Panduit and RCDD/Bisci standards of cabling. The Provost of TUA is world-renown technology expert Dr. Kia Makki, former associate dean and Lucent Technology professor in the College of Engineering and Computing, Florida International University. Makki is this year's executive general chair of IEEE Communications Globecom 2010, to be held in Miami, Dec. 6-10. [www.tuauniversity.org](http://www.tuauniversity.org)

Ernst & Young, LLP, one of the oldest international accounting firms, offers accounting services in four main areas: tax, assurance, transactions and advisory. They have approximately 695 offices in 140 countries. Our local firm's commitment to Broward County is stronger than ever as they focus on community engagement, education, entrepreneurship and environmental sustainability. Mike Turner, a partner with Ernst & Young, is the primary EY member to the Alliance. Among his accounting specialties is his expertise in supporting high tech industries. [www.ey.com](http://www.ey.com)

The Alliance also welcomes the **Riverside Hotel** and **SheltAir Aviation Services**, who join us as new Entrepreneur Council member organizations.

The Riverside Hotel is one of downtown Fort Lauderdale's oldest treasures. Built in the 1930's by Preston and John Wells, the Las Olas Company still owns and runs the hotel and its retail buildings. A recent \$25 million expansion and renovation project, including the addition of a new 12-story Executive Tower, expands the Riverside's meeting and banquet facilities to more than 11,000 square feet and guest capacity to 221 penthouse suites, suites and rooms. Heiko Dobrikow is the General Manager. [www.riversidehotel.com](http://www.riversidehotel.com)

SheltAir Aviation is part of the Holland-SheltAir Aviation Group. Started in the mid-60's, this multidimensional aviation development and contracting company has continued to expand and grow offering both Fixed Based Operations - Fort Lauderdale Executive Airport and Daytona Beach International Airport - and commercial ground handling/fuel services. They serve the corporate, commercial and general aviation communities from New York to Florida. Iris Smith is the Director of Properties and Leasing. [www.sheltairaviation.com](http://www.sheltairaviation.com)

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

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

#### **2010 Annual Miami Conference on the Caribbean & Central America**

December 1-3, 2010

Miami

Event Type: International Trade and Investment

Industry Sector: Various

#### **Green Solutions Trade Show**

December 5, 2010

Cancun, Mexico

Event Type: International Trade and Investment

Industry Sector: Clean Energy

**Arab Health 2011 – The Middle East’s #1 Trade Show**

January 24-27, 2011

Dubai, United Arab Emirates

Event Type: International Trade and Investment

Industry Sector: Life Sciences

**International Marina & Boatyard Conference (IMBC)**

January 26-28, 2011

Fort Lauderdale

Event Type: International Trade and Investment

Industry Sector: Marine

**AACCLA’s Outlook on the Americas Briefing**

January 27, 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

**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:**

**Mixed Use Development – A Case Study in Davie presented by ULI**

December 1, 2010 8:30 a.m. - 10:30 a.m.

Location: Carl DeSantis Building, Nova Southeastern University,

3100 Ray Ferrero Jr. Blvd. Fort Lauderdale

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

**When Florida Speaks, Florida Business Listens**

**Best Selling Author Richard Florida**

December 2, 2010 11:00 a.m. - 1:00 p.m.

Location: Rose & Alfred Miniaci Performing Arts Center, Nova Southeastern University,

3100 Ray Ferrero Jr. Blvd. Fort Lauderdale

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

**South Florida Hospital and Healthcare Association**

Annual Meeting and Dinner

Thursday, December 2 6:00 p.m.

Location: Renaissance Plantation Hotel, 1230 South Pine Island Road, Plantation

For more information, please go to <http://sfhha.com/joomla/>

**IEEE Globecom 2010**

Global Communications Conference Exhibition and Industry Forum

December 6-10

Location: Hyatt Regency Miami, 400 South East Second Avenue and

Intercontinental Miami, 100 CHOPIN PLAZA

For more information, please go to [www.ieee-globecom.org/2010](http://www.ieee-globecom.org/2010).

**"The Future of the Healthcare IT Workforce"**

Friday, December 10 8:30 a.m.-10:30 a.m.

Location: Citrix Headquarters, 851 West Cypress Creek Road, Fort Lauderdale

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

**Alliance Calendar of Events**

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

Thursday, December 9, 2010 8:30 a.m. - 10:00 a.m.

Location: FAU Research Park, 1501 FAU Research Park Blvd., Deerfield Beach

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

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

Calendar subject to change without notice. Please go to [www.gfalliance.org](http://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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