

# GREATER Fort Lauderdale

## Where Business Works

Employers seeking the ideal combination of an abundant labor pool, targeted training and world-class education, a business-friendly market, robust culture and unmatched lifestyle for all ages, will find their next-generation workplace in Greater Fort Lauderdale.

BY JEFF ZBAR







“We have  
a great  
environment  
to conduct  
business ...

but on the other  
side, we are a  
community that  
offers a lot for your  
workforce.”

~Bob Swindell  
President and CEO  
Greater Fort Lauderdale  
Alliance

## Seminole Hard Rock Winterfest Boat Parade



In 1971, Kevin Koenig opened his first Waterbed City location, a modest, 800-square-foot storefront on Commercial Boulevard in east Fort Lauderdale. Thirty years later, Kevin and brother Keith looked west to Tamarac to open a 660,000-square-foot headquarters, distribution center and showroom for what had evolved into City Furniture, the region's largest furniture retailer.

The two sites — one near the Atlantic, the other on the edge of the Everglades — were separated by 10 miles and three decades of dynamic business growth.

“When we started, Commercial Boulevard was a two-lane road and there was nothing west of 441,” says Keith Koenig, who joined the company as a college graduate in 1972, and as president (Kevin passed away the day after their Tamarac location's opening.) today oversees 26 City Furniture and Ashley Furniture HomeStore banners and 1,600 employees across southern Florida. “Fort Lauderdale has been an amazing place to grow a business.”

Wherever you look, Greater Fort Lauderdale is at work. In 2017, Broward County created 17% of Florida's new jobs, though it accounts for only 8% of the state's population.

Many of those jobs are in business sectors targeted by the Greater Fort Lauderdale Alliance, the county's official public/private partnership for economic development. Leaders are targeting growth in the marine, aviation, aerospace, global logistics, headquarters,

life sciences, manufacturing and technology sectors.

Construction workers are building some 6,500 hotel rooms and condominium residences countywide. Tourism continues to grow, as does the world-renowned marine industry, which employs thousands and generates about \$9 billion in annual revenues, including \$50 million in economic impact from the annual Seminole Hard Rock Winterfest Boat Parade.

Business leaders and area executives credit the area's kindergarten through postgraduate educational system for nurturing and training a skilled blue- and white-collar workforce. Of a regional population of more than 6 million, some 375,000 are college and university students — a central point in the region's competitive pitch for Amazon's second headquarters.

Infrastructure investments countywide are helping drive business and quality of life. Interstate 75, which recently opened express lanes from Miami to Interstate 595 and downtown Fort Lauderdale, helped make March 2018 the best month in 56 years at Rick and Rita Case's automotive dealerships.

The much publicized Brightline commuter rail service has connected South Florida's “tricity” region of Miami-Dade, Broward and Palm Beach counties. From commuters to executives seeking quick passage between the three county seats, to tourists exploring the region, the brightly colored trains whisk passengers along the route at 80 mph or more — in air-conditioned and WiFi-enabled comfort. A non-stop West Palm Beach-to-Orlando run is planned; Tampa is a possible stop.

“It's giving us commuting options we didn't have before,” says Sandy-Michael McDonald, the county's director of economic and small business development.

Across Greater Fort Lauderdale, successful entrepreneurship is conspicuous by its dollar signs. Home-grown construction software company e-Builder was acquired for a reported \$500 million in February 2018. E-commerce pet supply company Chewy.com was acquired by PetSmart for a reported \$3 billion. Meanwhile,

Magic Leap, the augmented reality startup, landed some \$2.3 billion in funding before ever producing a product.

Not to be overlooked, Funky Buddha Brewery in Oakland Park was acquired in 2017 by Corona parent Constellation Brands for a reported \$900 million.

"What we have is a truly well-balanced community," says Bob Swindell, president of the Greater Fort Lauderdale Alliance, which visits hundreds of companies each year and assists with access to capital, workforce training opportunities, permitting and site location. "We have a great environment to conduct business ... but on the other side, we are a community that offers a lot for your workforce."

What does all this mean to business owners and their employees? Greater Fort Lauderdale lives "Life Less Taxing." The slogan is more than a motto. Created by Zimmerman Advertising, another former local start-up that today is one of the nation's top advertising agencies, "Life Less Taxing" epitomizes a simpler way of life.

"Life Less Taxing is dealing with everyday life issues, those things we take for granted that are easier to do in Greater Fort Lauderdale," says Ed Pozzuoli, CEO of law firm Tripp Scott. "People come here with a sense of optimism and purpose. The weather, the business atmosphere, the tax and regulatory structure make quality of life that much more friendly and collegial."

With billions of dollars invested in residential, hospitality, travel, arts and entertainment and much needed infrastructure improvements, Broward County and its 30 municipalities are luring families, corporations and ever increasing numbers of tourists from the region and around the world.

"When I grew up, it was a pretty simple life," says Koenig, who has lived in the same west Broward home since 1985 and whose son and son-in-law are being primed as the next generation of leadership at City Furniture and in Greater Fort Lauderdale's civic community. "Florida has changed, but it's now a vibrant and exciting place to live."

## Historic Boulevard, Modern Makeover

The Las Olas Boulevard beachfront corridor is getting a dramatic makeover that will help connect the city to its Atlantic waterfront. The \$49.3-million project includes a canopy, interactive water features, architectural landscaping, streetscaping and a new beachfront park. The centerpiece will be a stainless steel and aluminum wrapped parking structure. Designed by architecture and urban design firm



EDSA Inc. and built by Skanska USA, its amenity deck will offer views of downtown Fort Lauderdale, the Atlantic and the Intracoastal Waterway. It is expected to be completed by summer 2019.

## Broward County Fast Facts

Population	1,935,878
Median Household Income	\$52,954
Labor Force	1,047,309
Employment	1,008,955
Non-Agricultural Employment	846,500

## Top Public and Private Companies in Broward County

COMPANY	INDUSTRY	2017 REVENUE
AutoNation	Automotive Retailer	\$21.5 B
JM Family Enterprises	Diversified Automotive Company	\$15.1 B
Hard Rock International	Lottery/Native American Casinos	\$5.1 B
Mednax	Medical Management Services	\$3.5 B
Chiquita Brands International	Food Production	\$3.2 B
Citrix Systems	Computer Network Software	\$2.8 B
Spirit Airlines	Transportation	\$2.6 B
Embraer US	Transportation/Logistics	\$2.2 B
Chewy	Pet Products	\$2.0 B
SDI International	Workforce/Business Solutions Provider	\$1.9 B
FirstService	Real Estate Services	\$1.7 B
HEICO Corp.	Aerospace, Defense and Electronics	\$1.5 B
Kforce	Personnel Outsourcing	\$1.4 B
Moss & Associates	Construction Management	\$1.3 B
ABB Optical	Optical Products Distributor	\$1.2 B
Rick Case Automotive	Automotive Retailer	\$1.1 B
Sato Global Solutions	Information Technology	\$947.0 M
Ultimate Software	Human Capital Management	\$940.7 M
BrandsMart U.S.A.	Retail Consumer Electronics/Appliances	\$919.5 M



Arc Broward's training program qualifies adults with disabilities to work in light manufacturing and retail.

## Training the Lifeblood of the Business Community

Executives across Greater Fort Lauderdale don't need to be reminded of the importance of the workforce that supports their businesses.



“Just like investing in software or any other aspect of

running your business, every expense you make in your associates is an investment. If you start doing it that way, it changes how you look at things.”

—Colin Brown  
Chairman  
JM Family Enterprises

**A**t the Riverside Hotel on Las Olas Boulevard, Vice President and General Manager Heiko Dobrikow is keenly committed to helping his staff learn, grow and thrive in a hospitality industry expected to have 6,000 new hotel rooms come online in coming years.

At JM Family Enterprises, where Chairman Colin Brown is overseeing a multimillion dollar makeover of the company's Deerfield Beach headquarters, he calls his 4,200 associates “our most important asset.” Nothing he spends on company advancement can outweigh the returns of spending on his fellow associates, he says.

“Just like investing in software or any other aspect of running your business, every expense you make in

your associates is an investment,” he says. “If you start doing it that way, it changes how you look at things.”

In a tight labor market, abundant and skilled workers become every employer's most important asset. Throughout the county, employers, educators and workforce development professionals are taking a renewed focus on how they prepare tomorrow's employees. Colleges, universities, trade academies and even grade schools are collaborating to offer a wider set of more advanced degrees and certifications.

Job training organizations have been especially busy in Greater Fort Lauderdale, where employers and employees seem well matched. The county jumped 72 places, to No. 36



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state income tax

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average  
temperature

 **35**  
colleges & universities

access to over  
**6 million**  
people  
and 90+ languages

world class  
**business service**  
providers



**#1 place** for your next  
business home

**200**  
corporate, regional  
& international  
headquarters

**AAA**  
bond rating

**\$25 billion**  
in intl trade

reach  
**4 continents**  
in one day



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**“We have a fairly well-skilled workforce here. That draws businesses, and that draws talent.”**

~Mason Jackson  
President and  
CEO, CareerSource  
Broward

**Boys & Girls Clubs of  
Broward County Teen Club  
members at the annual  
General Construction  
Career Day**



from No. 108, on the EMSI Annual Talent Attraction Scorecard in 2017. This moved it from the top 18% of large communities to the top 6%.

One in six jobs statewide have been created in Broward County, which bodes well for the 61 new residents who arrive here daily, says Mason Jackson, president and CEO of CareerSource Broward, the county's federally funded provider of workforce services to employers and job seekers alike.

When Amazon sought bids from cities for its second U.S. headquarters, the three area counties boasted their combined 3 million-person labor pool and 375,000 college and university students. When it comes to talent, Broward is perfectly positioned on the 50-yard line of a rich regional field.

For those companies already here or looking to move and in need of a skilled workforce, CareerSource and other organizations partner with employers, staffing agencies, career and technical colleges and traditional universities to align the skills and talent needs of 10,000 area employers with the 60,000 job seekers who arrive seeking training and advice for their “first, next or better” job, Jackson says.

Partners include the county's colleges, universities and public schools, the Greater Fort Lauderdale Alliance, the U.S. Small Business Administration, Service Corps of Retired Executives and Hispanic Unity. Jackson's organization can build on the efforts of the Boys & Girls Clubs

of Broward County, whose career day teaches hundreds of area teens about financial literacy, career assessment, in-demand trades or the opportunities that come with a certification or college education.

“The watchword here is collaboration. One call gets us all, and we all work together,” Jackson says. “It doesn't matter who calls the meeting, we all come. That level of collaboration and cooperation — people say they didn't have that where they came from.”

Especially critical have been those “middle-skilled” jobs that require more than a high school diploma but less than a bachelor's degree. These include IT and network engineering professionals; aviation, marine and construction trade jobs that require specific training and apprenticeships; and nursing, health care and life sciences sectors forecast to grow for years to come. For those businesses seeking qualified interns, CareerSource helps place candidates into posts that promise real work experience.

Throughout the labor continuum, employers will find worker educational levels exceeding state and regional averages, with higher percentages of bachelor's degrees and a lower percentage of those with only a 12th-grade education than in many other markets. The result can be a positive, self-perpetuating cycle that makes the county among the nation's best in talent attraction and retention, Jackson says. Skills gap studies touching workforce candidates from high school to professionals have bolstered courses related to soft skills across all industries.

Proximity to area research universities allows top-tier employers to find internship and job candidates in highly skilled disciplines, says Carlos Penzini, senior vice president of “people” with Magic Leap. The company's annual internship fair lands students from schools statewide as well as top universities around the country.

Greater Fort Lauderdale's and Florida's location at the “crossroads of the hemisphere” also helps attract global talent for the hundreds of area companies doing business throughout



**CareerSource Broward**  
**My Next Move College/**  
**Career & Work**  
**Readiness Fair**

the Caribbean, Central and South America, even Europe and Asia. A "majority-minority" county, Broward is rich with ethnic and cultural diversity ideally matched to a flattening world market.

More than 90 languages are spoken throughout the county. For millennials more tolerant and expecting of diversity in today's market, employers who embrace inclusion, as well as a shared spirit of community service, will find an eager workforce.

"Today's workforce is more concerned about mission than a job. They want to know what they're doing is important," Jackson says. "There's still the feeling that young people would like to change the world or make a contribution to change the world so they'd like to know their jobs are doing something meaningful."

## The Fresh Face of "Succession Planning"

Corporations take pains to plan for their next generation of leadership. But how do communities prepare for succession planning? Recognizing that millennials represent the next generation of corporate, civic and governmental leadership, across Greater Fort Lauderdale, fresh faces represent the next wave of leaders.

### Lauren Heunis

**Senior Marketing Manager, AutoNation**

**Birthplace: South Africa**

**Residence: Davie**



After arriving from South Africa with her family at 15, Lauren Heunis attended a local high school and graduated in 2008 from the University of Central Florida with a degree in communications. She returned to Greater Fort Lauderdale, landing a job with Homestead Miami Speedway before taking a post with the Florida Panthers.

Seeking to become involved in her community, a friend suggested Heunis explore Emerge Broward, a local young professionals networking group. There, she met fellow 20-somethings, all "like-minded professionals trying to do good things," she recalls. "I said, 'I'm going to run this organization one day.'" Soon, she was president.

By chance, Heunis met an executive from AutoNation who was looking for a partner relations manager. She jumped at the opportunity. That was almost seven years and three promotions ago. The company's executive board nominated Heunis for the *Automotive News* 40 Under 40. In July, she was named an honoree.

Today, Heunis is involved with United Way and Arc Broward, was a member of the Greater Fort Lauderdale Alliance Governor's Council and a board member of Leadership Broward. "Being in marketing communications, I could work in New York or Boston or California. But connecting with other young professionals here makes this a community where you want to live, work and play," she says.

### Dan Daley

**Corporate Counsel, 13th Floor Homes**

**City Commissioner, Coral Springs**

**Director, Florida League of Cities**

**Birthplace: New York**

**Residence: Coral Springs**



Dan Daley, 28, always knew he wanted to be in public service. Even after he lost student government elections in middle school and while at Marjorie Stoneman Douglas High School, he was undeterred.

As an undergraduate at Florida State University, Daley interned for his hometown legislator. Upon his return home, he decided to run for city commission. Eighteen months of campaigning and two pair of dress shoes later, Daley became Coral Springs' youngest elected official ever at 22. After helping advance plans for the city's \$38-million city hall complex, Daley ran unopposed in 2014, while earning his law degree from Nova Southeastern University.

Open and affable, Daley connects well with executives and officials his senior, as well as the students he meets at town halls he hosts. Sure, some among his peers and the next generation are disinterested in civic life. But Daley also sees more deciding, like he did, to become involved, to return to their hometowns, to take jobs in community organizations or to run for office.

"A lot of us don't necessarily want to wait or kiss the ring of those who came before us," he says. "I didn't. In business or government, if I'm the best person for the job, it doesn't matter that I'm 15 years younger than you."





# History, Legacy and Future

When Jim Moran first met executives from a little-known import auto maker Toyota in 1968, he already was a highly successful car dealer. Back in his early days in Chicago, he pioneered the use of a brand new advertising medium — television — to become one of the nation's largest car dealers. His innovations even had earned Moran a cover of *TIME* magazine.

So when Toyota asked what he would do if they shipped him 10,000 vehicles, he said, "I'll sell them." And just like that, Southeast Toyota Distributors — and what would become parent company JM Family Enterprises — was born.

Sell them he did. Last year alone, Toyota dealers in the company's five-state footprint sold 363,910 vehicles, or about one in five cars sold throughout the Southeast.

Fifty years since its founding, JM Family Enterprises' flagship brands — Southeast Toyota Distributors LLC, JM&A Group, Southeast Toyota

Finance and JM Lexus — remain industry pioneers. With revenues of \$15.1 billion in 2017, the company is South Florida's second largest private company and No. 20 on *Forbes'* list of America's Largest Private Companies.

The company also is South Florida's largest corporate philanthropist, donating nearly \$30 million to nonprofit organizations in 2017.

JM Family is a model employer. For 20 consecutive years, the company has been among *Fortune's* 100 Best Companies to Work For list. Its 4,200 associates, about half of whom have been with the company 10 years or more, enjoy such amenities as on-site health clinics, generous retirement plan contributions, vehicle discount and paid maternity and paternity leave — including for adoptive parents.

Though Jim Moran passed away in 2007, his legacy lives on. Daughter Pat Moran assumed leadership in 2003, followed by current Chairman Colin Brown and now President and

*In 1968, Jim Moran and Shotaro Kamiya, president of Toyota Motor Sales, signed the first distributorship agreement creating Southeast Toyota Distributors.*



CEO Brent Burns. From customers to associates to partners and the community, the company embodies the culture he cast.

"When new associates learn about Mr. Moran and the values he infused in the company, they understand why 'family' is part of our name and culture is paramount in everything we do," says Chairman Colin Brown. "We continually nurture our culture and impart his vision so they realize we are all part of something bigger than ourselves."



*President and CEO Brent Burns has served on the board of the Boys & Girls Clubs of Broward County since 2010.*



*"When new associates learn about Mr. Moran and the values he infused in the company, they understand why 'family' is part of our name and culture is paramount in everything we do."*

— Colin Brown, Chairman



## A New Campus Brings Increased Innovation

When completed in 2021, JM Family's \$200-million campus in Deerfield Beach will become the blueprint for how 21st Century planning and technology can encourage collaboration and innovation among the next-generation workforce.

The three-year project will see seven of 10 existing buildings demolished and replaced by eight new structures. Associates will enjoy a 20,000-square-foot sports complex, a two-story dining hall, a 55,000-square-foot conference and training center and a 900-vehicle parking garage. All will feature the latest in environmental sustainability.



Fully walkable and pedestrian friendly, fewer cubicles, more shared spaces and campus-wide Wi-Fi will create a collaborative work environment sought by an evolving workforce and existing talent alike.

At JM Family, the company is continually preparing for a great future.

## Driving Philanthropic Impact

How does JM Family touch the communities it serves? Through its support of the Youth Automotive Training Center, founded in 1984 by Jim Moran, it has given more than 700 at-risk young adults a second chance for a brighter future and a shot at a new career. Each year, the company honors those who enrich and inspire others as part of the African-American Achievers awards. And throughout the year, associates build homes, participate in fundraisers and volunteer on charity boards. The organization also funds sustainability initiatives and environmental preservation.



Youth Automotive Training Center, Deerfield Beach

Across the company, associates at all levels seek to align business goals with community needs. This

commitment empowers associates to cultivate something significant and lasting: stronger families and stronger communities.

### THE MISSION OF GIVING

Annual giving by JM Family touches every corner of the communities it serves ...

\$30 million donated to nonprofit organizations

12,000 hours volunteered by 1,000 associates at 225 company-sponsored events

42 JM Family associates / leaders serve on non-profit boards of directors

*Jim Moran established The Jim Moran Foundation, a separate 501(c)(3), in 2000 to ensure his philanthropy would endure beyond his lifetime. The Foundation's mission is to improve the quality of life for the youth and families of Florida through the support of innovative programs and opportunities that meet the ever-changing needs of the community. The Jim Moran Foundation is funded by a cooperative giving agreement with JM Family based on the company's profits.*

## JM'S FAMILY OF BUSINESSES

*JM Family's diversified automotive operating units provide the industry's highest quality products and services ...*

### Southeast Toyota Distributors LLC

Established in 1968, Southeast Toyota Distributors today is the world's largest independent Toyota distributor. The company processes and distributes vehicles, parts and accessories and provides marketing, customer support and fleet sales, transportation and logistics to 177 Toyota dealerships in Alabama, Florida, Georgia, North Carolina and South Carolina.

### JM&A Group

For four decades, JM&A Group has been one of the automotive industry's largest independent finance and insurance providers. Its four companies serve some 3,700 dealerships with new and used vehicle protection, maintenance and GAP programs, as well as industry regulation and sales training for 6,800 dealership associates each year. JM&A Group products touch about one in nine U.S. vehicles.

### Southeast Toyota Finance

Founded in 1981 as the first captive finance company in America for an import car manufacturer, Southeast Toyota Finance provides origination, underwriting and servicing of consumer vehicle retail and lease contracts to consumers, dealers and lenders. Southeast Toyota Finance has originated more than 4 million consumer loans and leases totaling more than \$89 billion.

### JM Lexus

JM Lexus is the premier dealership to buy or lease a new or Certified Pre-Owned Lexus. Located in Margate, Fla., JM Lexus is the first Lexus Plus dealership in the Southeast. It offers guests a dedicated consultant and negotiation-free pricing in sales, service and parts. It also operates one of the nation's only Lexus Certified Collision Centers.

To learn more about JM Family's history and legacy as an employer of choice and community partner, visit [50yearsoffamily.com](http://50yearsoffamily.com).



“We’re  
not just a  
Broward

or state institution.  
We’re a national  
and global  
institution that  
emphasizes  
innovation and  
high tech.”

—George Hanbury  
President, Nova  
Southeastern University

Nova Southeastern University

# Education Creates Workforce that Drives Economy

From grade school to grad school to the certifications that empower tradesmen to drive the engines of South Florida’s thriving economy, academic institutions in Greater Fort Lauderdale ensure students receive a world-class education — and employers have a business-ready workforce.

## Public and Private Colleges and Universities Based in Broward County

Broward College
Broward Technical Colleges
DeVry University
Florida Atlantic University
Keiser University
Nova Southeastern University
Purdue University Global

**W**hen the Campaign for Grade-Level Reading in June 2017 named Broward County as one of just 29 communities nationwide to receive Pacesetter Honors for making measurable progress in early school success, it was a proud moment for Greater Fort Lauderdale leaders. After all, along with STEM and other course improvements, increasing the number and percentage of low-income children reading on grade level district-wide was an important measure.

It also was validation for an area of education that leaders are committed to improving. Grade-level reading is part of the “Six Pillars” program, the county’s strategic visioning plan through the year 2030.

Greater Fort Lauderdale offers ample

options for parents, pupils and employers looking for a strong education. When area educators earlier this year hosted a career fair at Fort Lauderdale Executive Airport, 50 aviation students attended. Since 2011, Broward College has provided the Civil Administration of China air traffic control management and leadership training to 22 groups of nearly 400 Chinese aviation executives and professionals in Fort Lauderdale.

Atlantic Technical College’s apprenticeship program, which serves as the Apprenticeship Local Educational Agency for Broward County Public Schools, is the largest apprenticeship training program in Florida serving construction and trades. Programs at the district’s Sheridan and





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**“The future of higher education is in filling the critical needs in the workforce development delivery system in Broward County and statewide.”**

~Arthur Keiser, Chancellor, Keiser University

McFatter technical colleges provide coursework in a host of areas, including the region's vital marine industry.

Education leaders countywide see their role as that of a partner with fellow institutions, employers and employees looking to advance their careers.

“This type of workforce development training ensures there is a continuous pipeline of employees with the necessary skills needed as we continually modify our programs to adjust to changes in the marketplace,” says Greg Haile, president of Broward College, which this year was named a top-10 finalist for the Aspen Prize in recognition of graduate job placement and workforce readiness.

The nation's largest Division II school, Nova Southeastern University also enrolls students as young as pre-K up through doctoral programs. A top-200 research university with two doctors of medicine programs (doctor of osteopathy and a new medical doctorate), four in five of its 23,000 students are seeking graduate or professional degrees, says President George Hanbury. NSU plans to double its undergraduate enrollment from nearly 5,000 currently to 6,000 by the end of 2020. A \$230-million donor commitment will allow NSU to expand in Tampa Bay.

The school is rich in the exploration of science and health. It has partnered with hospital provider HCA to build a teaching and research hospital on campus.

“We're not just a Broward or state institution,” Hanbury says. “We're a national and global institution that emphasizes innovation and high tech.”

Like other institutions, administrators with Fort Lauderdale-based Keiser University see themselves as “a talent development leader” for career-focused students and the companies that hire them. With more than 100 associate through doctoral programs, the school seeks to address workforce shortages in such targeted industries as information technology and management information systems, logistics and distribution, and defense and homeland security. Some 63% of graduates earn degrees in the STEM, life sciences and health care fields, including its new doctor of chiropractic degree.

Just as important are the “soft skills” (attire, business etiquette, punctuality) taught to 20,000 students on 20 campuses statewide, says Chancellor Arthur Keiser. “The future of higher education is in filling the critical needs in the workforce development delivery system in Broward County and statewide.”



**North Broward Preparatory School**

## **Public, Private Schools Make the Grade**

As Florida's first fully accredited school system dating back to 1962, Broward County Public Schools is the second largest district in Florida and the sixth largest in the nation. The district has 271,500 grade school students plus some 175,000 adult students in 234 schools, centers and technical colleges. The county also has another 93 charter schools.

Twenty-five district high schools were ranked by the *Washington Post* in its 2017 America's Most Challenging High Schools list. Sixteen district schools were ranked in *U.S. News & World Report's* 2018 Best High Schools national rankings, including two among the nation's top 500, based on enrollment, diversity, participation in free and reduced-price lunch programs, state assessment results and Advanced Placement (AP) and International Baccalaureate (IB) test participation and performance.

Among the county's nationally recognized college preparatory schools are American Heritage School, Cardinal Gibbons High School, North Broward Preparatory School, Pine Crest School, University School of Nova Southeastern University and St. Thomas Aquinas High School, which in the past three years has taken men's and women's state championships in baseball, cross country, football, lacrosse, soccer, track and field and volleyball. Alumni include dozens of Olympians, tennis pros and champions from major professional sports.

**Broward College —  
a top-10  
finalist for the  
Aspen Prize**







## THE POWER OF A LEADING-EDGE PORT

At Port Everglades, we move more than 25 million tons and nearly 4 million cruise and ferry passengers, generating \$30 billion in economic activity for Broward County. Our ongoing investment in port improvements will generate 7,000 direct jobs in Broward County and 135,000 jobs statewide. Discover how Florida's Powerhouse Port generates big economic advantages that flow right into our community. Visit us at [porteverglades.net](http://porteverglades.net) or call **800-421-0188**.



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# Tech, Manufacturing, Life Sciences Fueling Innovation Countywide



Miami-Fort Lauderdale ranked number one on the Ewing Marion Kauffman Foundation's 2017 Kauffman Index of Startup Activity. But it's the next levels of business growth that tell the true tale of entrepreneurship in Greater Fort Lauderdale. From technology and life sciences to manufacturing, Broward County is an innovation hotbed.

Companies in these sectors that choose to expand or relocate here may be eligible for a variety of grants, tax credits and other incentives to support or offset R&D expenses, equipment purchases, qualified job creation, workforce training and capital investment.

## Tech Magic Leaps Across the County

Some say technology in Greater Fort Lauderdale began about the time device maker Motorola arrived in Plantation. Soon thereafter, secure application delivery firm Citrix was founded in Fort Lauderdale by a former IBM executive who worked on the

birth of the personal computer nearby in Boca Raton. Device maker Blackberry still has offices in the same location Motorola opened — a campus that recently enjoyed a \$35-million makeover, bringing restaurants, a Starbucks, tech firm Magic Leap and

renewed vigor to West Broward County's tech sector.

Click by click, tech has transformed Greater Fort Lauderdale.

Startups still find a place to thrive. Coral Springs mobile aviation solutions provider Hilton Software — launched on a whim by commercial pilot Hilton Goldstein — last year landed a \$17-million contract with the United States Department of Defense. In February, electronic components maker KEMET Corp. announced it would relocate its reported \$758 million in 2017 net sales and 150 headquarters employees from Greenville, S. Car., to downtown Fort Lauderdale.

Cloud-based human capital management firm Ultimate Software boasted \$940 million in 2017 revenues and the No. 3 spot on *Fortune* magazine's 2018 list

Magic Leap has lured investors and talent to South Florida.







Trividia Health

of the 100 Best Companies to Work For and top spots on its Best Workplace lists for millennials, technology, Hispanics and Latinos, women and African Americans.

The tech sector certainly grabbed the headlines over the past year. Plantation-based augmented reality firm Magic Leap landed \$461 million in capital from the Kingdom of Saudi Arabia's sovereign investment arm, bringing its funding to date to \$2.3 billion.

In 2017, local startup online pet supplies retailer Chewy was acquired by PetSmart for a reported \$3.35 billion in cash. Earlier this year, Plantation-based construction software company e-Builder was snatched up for \$500

million in cash by Silicon Valley company Trimble. Little surprise Fort Lauderdale ranks among Top 50 U.S. markets for technology talent, noted CBRE.

What these firms all discover is a destination with a rich talent base and a growing cluster of technology and innovation-fueled companies.

"There's a very strong pool of tech talent and providers here. With more tech companies, the ecosystem keeps growing," says e-Builder CEO Ron Antevy, 50, noting his sale made millionaires of numerous long-time employees. "Like other home-grown companies, we're entrepreneurs at heart. We battle it every day and want to win, and that contributes to the success."

“There’s a very strong pool of tech talent and providers here. With more tech companies, the ecosystem keeps growing.”



—Ron Antevy  
CEO, e-Builder

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## Building a Better Product for a Global Marketplace

Manufacturing in the sunshine is big business. Regionwide, the sector boasts 2,500 employers and 6,000 supporting companies with hundreds of millions of dollars in combined capital investment since 2016, says Matthew Rocco with the South Florida Manufacturers Association. These include companies ranging from tech to health care to construction and the county's thriving aviation category.

When Fort Lauderdale-based marine, outdoor, aviation and military survival gear manufacturer ACR Electronics was named the 2018 South Florida Manufacturer of the Year, it was more than a singular win.

The company — which bested almost 80 entrants — exemplified top-tier companies that manufacture goods in Greater Fort Lauderdale for distribution to the nation and the world. Products include aviation, building supplies, clothing, computer and electronic components, medical devices and equipment, mobile devices, pharmaceuticals and software applications.

Top manufacturers include Bosch, Cayago AG, Florida Supplement, Great Healthworks, HEICO, JL Audio, Motorola, Point Blank Enterprises, Propulsion Technologies, SIMTEC Silicone Parts and Stryker, among others.

"It was a great reminder to know we are one of many companies who can say their products are 'Made in Florida by Floridians'," company President Gerry Angeli said in a statement.

Florida Atlantic University's Research Park is home to 19 high-tech companies.



ACR Electronics is a leading developer of emergency beacons designed to save lives.

## Business Grows in the Life Science Ecosystem

Greater Fort Lauderdale is an ideal ecosystem for life and bio sciences. From employers to educators to the workforce that flows to one from the other, life sciences thrive amid a robust life cycle.

With some 13,000 life-science workers across the region, South Florida is an essential component within Florida's larger life science sector. The state ranks second in FDA-registered medical device manufacturing facilities and third in the pharmaceutical and manufacturing industry.

In Greater Fort Lauderdale, life science enjoys a steady stream of capable talent flowing from such research and academic institutions as Nova Southeastern University, Florida Atlantic University, the University of Miami and Florida International University. Along with area colleges and trade schools, students can achieve certificates or degrees — from undergraduate to master's to doctorates — providing a workforce ranging from lab

technicians to researchers to world-class scientists.

Helping scientists perform their research, Nova Southeastern University's \$100 million Center for Collaborative Research (CCR) is one of the largest and most advanced research facilities in Florida. To the north, the Research Park at Florida Atlantic University is home to 19 high-tech companies, and its technology business incubator houses more than a dozen startups.

Among the county's leading life science employers are: pharmaceutical, medical device, testing and drug deliver makers Allergan, Aveva Drug Delivery Systems, Goodwin Biotechnology, Hema Diagnostic Systems, ImmunoSite Technologies, Lupin Pharmaceuticals, MAKO Surgical, OmniComm Systems, OrbusNeich, Terumo Aortic (formerly Bolton Medical), Teva Pharmaceutical Industries, Trividia Health, U.S. Stem Cell and SHL Pharma, which recently expanded its manufacturing and R&D facility in Deerfield Beach.





# Protecting Trade Secrets, Confidential Information and Customers

By PAUL O. LOPEZ, Esq

“The era of gold watch retirements is somewhat a thing of the past. The mutual loyalty between companies and their employees is now more rare. While employees have a “right to work” beyond their employment with a company, they do not have a right to pillage the former employer in the competitive battle of business.”

~ Paul O. Lopez

**“Non-compete” agreements are vital to safeguard your company.**

#### **Take action to protect company intelligence.**

Though it is generally difficult for companies to prevent employees from working for a competitor, Florida’s non-compete statute does provide employers with certain levels of protections for “legitimate business interests,” including protection against the use and disclosure of the company’s confidential information and trade secrets. The first legal litmus test is whether or not a company has taken measures to protect the information. A former employee cannot generally be held accountable for divulging information to a competitor that the company allows to be shared in any public forum or information that the company fails to take any reasonable steps to ensure that it remains confidential.

#### **Clearly define relationship expectations up front.**

Companies are eager to recruit strong relationship-builders to their team — especially a sales team — knowing business is often about relationships. However, companies must be proactive in spelling out the expectations of relationships built in connection with conducting affairs for the company. When a sales rep and customer begin their business relationship, it is on the company’s dime. Thus, to protect that relationship it is important to have a carefully drafted non-solicitation or non-service agreement that will ensure that he/she cannot pursue or contract business with a company-originated customer for a stipulated period of time (up to two years under Florida’s non-compete statute).

#### **Track company investment in an employee.**

Some companies have a significant industry learning curve or require very specialized training in their proprietary system operations, and Florida law recognizes that it would be unfair for the competition to get the benefit of all of the training that a former employer provides the employee. So when new employees require extraordinary training, restrictive covenants need to be drafted to protect that investment. In order to enforce those covenants, it is advisable for employers to have documentation of the company’s investment in training and demonstrate that training is proprietary and significant for that company.

#### **Since it can be a very grey area, be proactive.**

The enforcement of non-compete agreements is very fact-intensive, and the outcome of the case can sometimes boil down to a judge’s interpretation of the minutiae. There are usually many parts of the battle that fall into grey area, and the result may not be clear at the onset. It is very important to have as much as possible clearly defined, maintained — and documented — in black and white. Periodic review of your company’s non-compete agreements is critical to ensure that they are consistent with existing precedents. If they are more than three years old, they need to be updated. Additionally, well-documented actions taken to support the company’s investment can be the deciding factor when a judge is on the fence trying to decide where the black line is drawn in the grey matter of dispute.



**About the Author** Paul O. Lopez, a director and the chief operating officer for Tripp Scott, has chaired the firm’s Litigation Department since 2010. Mr. Lopez leads the firm in experience with complex business litigation including labor and employment and workplace and employment law compliance counseling.

*For more than 40 years, Tripp Scott has played a leadership role in issues that impact business such as employment law. This is shared as information on safeguarding your company’s trade secrets.*

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Linking educators to employers to the global market, the Life Sciences South Florida consortium of universities, colleges, economic development agencies, research institutes and companies drives innovation, research, entrepreneurship, venture capital and life sciences companies.



**Nova Southeastern  
University's Center for  
Collaborative Research**

## **Health Exec: Broward Fertile for Business**

Scott Verner has led several health care businesses in Greater Fort Lauderdale. With each, he's found the same ingredients have nurtured healthy growth: collaborative colleges and workplace training programs, congenial corporate leadership and regional infrastructure primed for global distribution.

Then there's the high-tech and life science legacies of IBM, Motorola and Citrix that continue to supply skilled talent Verner will tap to grow his staff from 700 to 1,000 in the coming years.

"We're still benefiting from the investments they made years ago," says Verner, who oversaw the 2016 sale of consumer diabetes products maker Nipro Diagnostics to Asian health conglomerate Sinocare Group and today is president/CEO of Trividia Health. "Well-trained executives, coders and engineers can do their jobs for anybody. The most important thing is to have a favorable jobs environment that's competitive, so it forces states, cities and educators to keep investing to make a place where people want to live and work."

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**Fort Lauderdale  
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# Billion-Dollar Marine Industry Raises Area's Economic Tide

When people envision Greater Fort Lauderdale's connection to the ocean, they often see beaches. But big business plies the waters, too.



“The boating industry is the subconscious backdrop to people who say, ‘I want to live here.’”

~Philip Purcell  
CEO, Marine Industries  
Association of South Florida

**O**n the Intracoastal Waterway, the annual Fort Lauderdale International Boat Show's 1,500 exhibitors and 105,000 international visitors contributed \$857 million to the state's overall economy including \$100 million a day in the five days of the show, from hotel rooms and restaurants to transportation and the sale of yachts. Then there's ongoing service and sales, including the purchase of pleasure craft by people relocating to South Florida.

The boat show and its spin-offs are just part of a \$11.5-billion industry that employs some 136,000 people across the region, from tradesmen and crew to accountants to lawyers to bankers. South Florida represents about one-third of the nation's \$37-billion boating industry.

The industry's impact encouraged boat show owner Informa Exhibitions to locate its Southeast U.S. operations in Fort Lauderdale, says Ken McAvoy, executive vice president of corporate development at Informa.

This water-borne industry includes the burgeoning marine repair and refurbishment segment, based prominently along Fort Lauderdale's

“Marina Mile,” that lures vessels from around the globe for service, refurbishment and upgrades.

The marine industry also thrives well beyond the reaches of the Atlantic Ocean and Intracoastal Waterway. Fresh water lakes, canals, the aquifers that provide residents' drinking water and the Everglades “River of Grass” feed a robust fishing and pleasure boating category.

Realizing the importance of a healthy ocean to this multibillion dollar sector, area universities and business leaders in 2017 launched the Marine Research Hub. Oceanography programs from Nova Southeastern University, Florida Atlantic University, Florida International University and the University of Miami now share their research, whether it's grafting coral, using shark skin to stop the spread of MRSA or exploring how deep-water sponges can fight pancreatic cancer. The goal is to help commercialize and monetize their research and create more marine and science jobs.

The industry also is a significant global marketplace. The Broward County Foreign Trade Zone Board and Fort Lauderdale's FTZ No. 241 in 2016 collaborated to





## “Salty Jobs” Spotlights Marine Careers

As the director of development for the Marine Industries Association of South Florida, Sean Smith would visit area high schools and ask students what they knew about jobs in the marine industry. He mostly got blank stares. Surprised, Smith, 30, set about changing that reaction.

After all, starting salaries of welders, diesel mechanics, painters, electricians and other marine tradesmen outpace those of many graduates from four-year schools, and wages are about 28% higher than the state average.

Realizing that millennials like him were drawn to video, Smith decided to try to capture their attention and imaginations. And “Salty Jobs” was born. It’s similar to “Dirty Jobs,” Mike Rowe’s show that explores jobs few know about outside the respective industries.

Today, Smith and his team produce short videos profiling careers and daily lives of marine industry tradesmen. What once were blank stares from kids who stigmatized the marine trades now are eyes open to possibilities. “Suddenly you start to paint a career path they can visualize.”

create a 13-site foreign trade subzone in Fort Lauderdale dedicated to the recreational boating industry. This designation allows marinas, marine supply stores and boatyards to defer, reduce or eliminate duties on foreign products and shields them from duties by U.S. Customs and Border Protection.

“We’re the pier of North America, connecting our marine industry to the Bahamas, Latin America and Europe,” says Philip Purcell, CEO of the Marine Industries Association of South Florida. “The boating industry is the subconscious backdrop to people who say, ‘I want to live here.’”

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A full-service laboratory, Florida Spectrum Environmental Services has been analyzing our water for more than 40 years.



“We often have to operate like a first responder. Many of our contracts with cities, counties and other organizations require daily and sometimes immediate processing of water samples, even during a hurricane or other type of natural disaster.”

*Lyle Johnson  
President, Florida  
Spectrum Environmental  
Services*

Testing Florida's water supply is serious business. Since 1974 and passage of the federal Safe Water Drinking Act to eliminate pollution from animal wastes, pesticides and wrongfully disposed chemicals, the state requires a battery of tests on the water we drink. A Clean Water Act also protects national lakes, streams, rivers and wetlands, with more state-required testing to verify pollution levels.

Florida Spectrum Environmental Services has been analyzing our water for more than 40 years. As a full-service testing laboratory, the company evaluates environmental contamination including analysis of groundwater, surface water, drinking water, soil and hazardous wastes. The lab operation relies on sophisticated atomic absorption, chromatography, spectrometry, microbiology and radiochemistry technology and instrumentation — the same equipment that is vulnerable to power outages but needed 24/7.

“We often have to operate like a first responder,” explains Lyle Johnson, president of Florida Spectrum Environmental Services.

“Many of our contracts with cities, counties and other organizations require daily and sometimes immediate processing of water samples, even during a hurricane or other type of natural disaster.”

There is no room for downtime, and it is often impossible to perform the testing at other locations because of holding time requirements — described as the time elapsed between when the sample is taken and tested.

While Florida Spectrum has outfitted its lab in Fort Lauderdale with a 70kW backup generator to meet client contract requirements, the generator is not large enough to provide power to the 20,000-square-foot facility's testing technology, lights and air conditioning. During the aftermath of Hurricane Irma, the lab was without power for five days. Shortly after recovery, Johnson started exploring options for a second generator. That is where TECO Peoples Gas stepped in with a new idea.

Natural gas was already working at the facility to serve the backup generator, but Johnson never considered using natural gas for space conditioning or continuous power generation. With micro-combined cooling, heat and power — or mCCHP — he could get both. Plus, mCCHP works around the clock producing measurable savings with efficient natural gas. A backup generator only works during an emergency while mCCHP provides benefit every day.

Four mCCHP units are being installed to provide Florida Spectrum with reliable air conditioning, power for all testing instrumentation and emergency backup power when needed. In addition, annual operating costs will be lowered, greenhouse gas emissions reduced and resiliency dramatically improved.

“mCCHP technology was almost a no-brainer for us,” says Johnson.

*For more information on mCCHP technology for your home or business, please contact Melanie Anthony at [mkanthony@tecoenergy.com](mailto:mkanthony@tecoenergy.com) or visit [peoplesgas.com/GHP](http://peoplesgas.com/GHP) and follow Florida Spectrum's installation.*



A woman with long brown hair is lying on a light-colored wicker lounge chair outdoors. She is wearing a light blue sleeveless top and has her arms raised behind her head, smiling with her eyes closed. The background is a blurred outdoor setting with palm trees and a white pergola structure.

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# World-Class Professional Services, Small-Town Treatment



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Nearly 200 companies have corporate, division or regional headquarters in Greater Fort Lauderdale — companies like transportation / logistics provider Amerijet International, Charter Schools USA, home-grown tech giant Citrix Systems, DHL Solutions Americas, Heico Corporation, Kaplan Higher Education, Spirit Airlines and Ultimate Software.



**“The opportunities are amazing for businesses here, regardless of size.”**

~Ginger Martin  
CEO, American  
National Bank in  
Oakland Park

**F**or these and countless other companies from startups to multinationals, legal, accounting and banking providers can be found throughout Greater Fort Lauderdale and the broader South Florida region. The market also has a growing network of investors, venture capital funds, even hedge fund managers who have relocated here for the growing business opportunities, as well as the quality of life.

That’s a refreshing discovery and practical realization for those who believed they’d have to seek service providers from beyond the region, notes Teri Kaye, Fort Lauderdale managing partner with accounting firm Daszkal Bolton.

“We have a footprint much larger than the square footage of our office,” says Kaye, who, like many of her coworkers, is a former Big-Six veteran whose firm today provides “the quality and breadth” of services

with industry alliances that deliver national scale for clients ranging from startups to global corporations. “We have lower fees than national firms, with more personalized attention from our senior partners. That’s the recipe for tremendous benefit for any client.”

From augmented reality company Magic Leap to the Nova Southeastern University Center for Collaborative Research, science and technology have taken roles at the forefront of the market, in turn drawing more clients and talented legal and accounting providers versed not only in traditional practice areas of real estate, litigation and general corporate, but intellectual property, cybersecurity and even blockchain technology.

“Fort Lauderdale is changing, not by the year or by the month, but by the minute. New ventures like these are drawing talent and entrepreneurship

to the Greater Fort Lauderdale area,” says Rebecca F. Bratter, deputy managing partner with law firm Greenspoon Marder. “Fort Lauderdale can now more readily compete for talent and new businesses, and even act as another gateway to the world.”

As part of the Miami-Fort Lauderdale designated market area (DMA), attorneys, accountants and their clients regularly conduct business across county lines and throughout the Americas.

With the arrival of the Brightline high-speed commuter rail service linking downtown Fort Lauderdale with downtown Miami and West Palm Beach, accounting and law firms not only work with clients and partners throughout the region. They’re able to recruit talent from there as well, notes Glenn Goldstein co-managing shareholder of law firm Greenberg Traurig’s Fort Lauderdale office.

“County lines have blurred. That’s how we all do business and how we all function,” he says. “We’re finding more international work in Broward with the same sophistication. But our people prefer the economic and lifestyle desirability of living and working here.”

For life-long residents like Daszkal Bolton’s Kaye, and Mitch Burnstein, firm managing director



**Spirit Airlines, headquartered in Miramar, is the eighth largest commercial airline in North America.**

of Weiss Serota Helfman Cole & Bierman in Fort Lauderdale, maturation of professional services available to national clients is a point of pride.

"Back when there was a single high-rise office building in downtown Fort Lauderdale, specialists often would come from Miami or fly in from distant cities," Burnstein says. "That's not the case now. As Broward County has boomed, so has the depth and breadth of its legal community."

## Access to Capital Makes Community Thrive

Banking relationships and access to capital are critical to any thriving business community.

Financial providers across Greater Fort Lauderdale meet the capital needs of startups and established companies alike. Along with large commercial banks and lending institutions, Fort Lauderdale is home to a healthy stable of community banks and a growing group of venture capital firms. In fact, the Florida Venture Forum, Florida's largest statewide support organization for investors and entrepreneurs, hosted its 2018 Florida Venture Capital Conference at the Marriott Harbor Beach Resort & Spa in January. Eight companies from South Florida attended.

They're part of a funding network to serve the area's growth, says Ginger Martin, CEO of American National Bank in Oakland Park.

"The opportunities are amazing for businesses here, regardless of size," she says. "People may say South Florida is overbanked. But there is enough business in this town to go around for everyone. That's what I love about being a Broward bank."

## Execs Lured by Tech Jobs, Tropical Lifestyle

Two execs personify how the South Florida technology market — and life in the sunshine — can attract and retain top talent.



Before being named senior director of Magic Leap Studios, **Rebecca Barkin** spent 15 years in marketing and business strategy from Los Angeles to Silicon Valley. She and her husband found the Bay Area suffocating and were "looking for a quality of life change."

Today, the couple and their two young children live just a few miles from the Atlantic Ocean on Fort Lauderdale's east side. Barkin, 38, commutes minutes to work, versus her former 80-mile round-trip slog in the Bay Area. Husband Seth commutes to his job as an architect in Miami.

"It's really been a positive shift," says Barkin, who found pleasant surprises in the arts, culture and culinary scene. "I tell people considering

relocating here, explore the area. You can find these great little nuggets."

**Greg Blackman** spent 25 years in tech sales, most recently in New Jersey running a market unit for enterprise resource planning software firm SAP. He recently was named vice president of sales for e-Builder, the construction software firm.



Though Blackman's mother lives in Central Florida, he was a newcomer to South Florida. Now, he's embraced it. He and his wife live in a downtown condominium. During the week, he drives 15 minutes to the office or 10 minutes to Fort Lauderdale-Hollywood International. On weekends they stroll the beach and Las Olas Boulevard.

"I can afford to live downtown at an affordable price," he says, "and be in the middle of it all."

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# A Legacy of World-Class Health Care



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**“We have more than 6 million people in the region. But if you deliver a quality product, it attracts people from the entire country.”**

~Aurelio M. Fernandez  
CEO, Memorial  
Healthcare System

Public and private health care providers across Greater Fort Lauderdale for generations have delivered world-class care to the area's — and hemisphere's — growing populations.

**T**he county's two public hospital networks, Broward Health and Memorial Healthcare System, are among the largest public health care systems in the county. Together, they blanket the county with almost 50 hospitals, Level I trauma centers, ambulatory surgical centers and community health centers, offering two award-winning children's hospitals, maternity care, comprehensive cancer services and cardiovascular and stroke programs.

Thousands of physicians and medical staff at the two networks offer the latest in patient care, including robotic surgery, telemedicine and a host of advanced diagnostics and treatments. Advancements have earned the region a top-10 national ranking for hospital-to-doctor ratios and patient satisfaction ratings by health care information company Vitals.

“There is no question that Broward County contributes to that recognition,” says Beverly Capasso, president/CEO of Broward Health. “In a large sense, the evolution of health care is about relationships, both within and outside of our organization.”

Others also are contributing to the region's level of care. National providers Hospital Corporation of America and Tenet Healthcare Corporation have long served area residents. Holy Cross Hospital in Fort Lauderdale has invested in new heart CT technology. A recent renovation of its maternity unit created one of the area's few level-two neonatal intensive care units. The Phil Smith Neuroscience Institute and Phil Smith ALS & Movement Disorders Clinic provide access to leading research and clinical trials and treatments through a relationship with Massachusetts General Hospital, the largest teaching hospital of Harvard Medical School.

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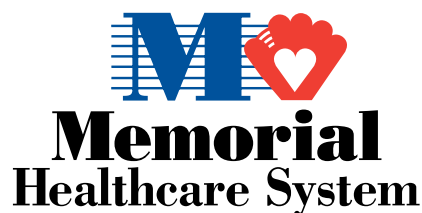
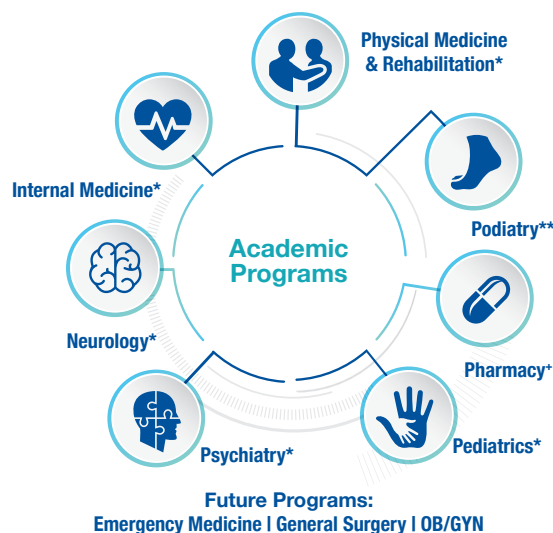
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- Bob Swindell, President and CEO of the Greater Fort Lauderdale Alliance

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## GREATER Fort Lauderdale

Working with \$302 million in capital investments, Cleveland Clinic Florida this summer opened its Coral Springs Family Health Center, providing 17 medical specialties. In the fall, a new hospital tower in Weston will add 75 beds and an expanded emergency department. Earlier this year, a concierge medicine practice in east Fort Lauderdale began providing patients with increased access to their personal physician.

"Our talent and services go beyond the district," says Aurelio M. Fernandez, CEO of Memorial Healthcare System, which began a partnership with Moffitt Cancer Center to provide comprehensive care for leukemia and lymphoma patients. "We have more than 6 million people in the region. But if you deliver a quality product, it attracts people from the entire country."



Memorial White Coat Ceremony

### Partners Meeting the Region's Medical Needs

Across the county, providers and educators have partnered to train and prepare the next-generation of doctors, nurses and other critical health care professionals. Nova Southeastern University's new college of Allopathic Medicine will help meet the growing need of osteopathic (D.O.) and allopathic (M.D.) physicians. Holy Cross Hospital works with students from the University of Miami School of Medicine in its internal medicine residency program to help narrow the void of primary care physicians in underserved areas. Memorial Healthcare System this summer launched a new graduate medical educational program in cooperation with area medical schools to train next-generation physicians.



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For  
Excellence**



## We Are Trividia Health.

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# Developers Turn Niche Parcels into Robust Growth



“It gives me great confidence to see local land owners, business owners and government officials working together to help Fort Lauderdale reach its true potential, while retaining the unique personality that’s defined it for so long.”

~Mike Weymouth  
President, Las Olas Company

Founded in 1915 and with more than half its 1,300 square miles of land spread across Everglades wildlife management areas and preserves, it can be reasonable to assume Broward County might have reached build-out long ago. Yet, from the Atlantic to the Everglades, savvy developers are finding productive in-fill parcels.

A stone’s throw from Fort Lauderdale-Hollywood International Airport, the \$800-million mixed-use development Dania Pointe is rising on 102 acres and along 1,600 feet of Interstate 95 frontage where an amusement park once stood. The planned “central business district” will feature almost 800,000 square feet of retail and restaurant space, Class A offices, Marriott-flagged hotels, 400 luxury apartments and public event space. Phase 1 is slated to open this year.

Almost 15 miles due west, Metropica is a \$1.5-billion, 65-acre mixed-use and master-planned community on a wedge of property adjoining the Sawgrass Mills Mall in Sunrise. Once completed, it will bring 4 million square feet of developed space, including 2,250 residential units, more than 1.1 million square feet of stores and offices, a hotel, a park and even a beach club.

Also in Sunrise, the county is weighing plans for 140 acres beside the BB&T Center, home of the Florida Panthers NHL franchise. The Urban Land Institute has suggested apartments, hotels, entertainment venues and office space for what now is parking and undeveloped wetlands.

Between the Atlantic and the Everglades, infill is capitalizing on moribund parcels. Developer 13th Floor Investments has transformed three former golf courses into single-family and townhome communities in the bedroom city of Tamarac, which features platinum and concierge permitting to expedite project review. Tapping a similar development strategy, Butters Realty & Management has teed up a number of “opportunistic” projects, including the transformation of golf courses and other parcels into millions of square feet of industrial, corporate and warehouse parks.

The downtown Fort Lauderdale corridor to many represents some of the strongest growth. Venerable developer Stiles, which was a pioneer in area corporate parks, partnered with Broward College to build a new downtown tower. Developers Stiles, Related Group, Morgan Group, Merrimac Ventures and others have built or are planning a projected 5,000 condominium and hotel units in the 300-acre Flagler Village, a once-neglected warehouse and residential district reborn into Fort Lauderdale’s trendiest lifestyle area.



Metropica



## Dania Pointe

Seeking to feed a growing population, hospitality company The Restaurant People has delivered in-demand restaurants and nightlife venues, including YOLO and O Lounge, S3 on Fort Lauderdale Beach, upscale fast-casual Spatch Grilled Peri-Peri Chicken, and the downtown's first rooftop bar, Rooftop @ 1WLO.

Co-founder and CEO Tim Petrillo is bullish on the possibilities. "This vibrancy will allow the hospitality community to take bigger risks, which will ultimately translate into a wider variety of restaurant choices and a trendier, more energetic nighttime economy."

Meanwhile, beachfront and other luxury residential development continues unabated.

Fort Lauderdale presents a significant discount compared to Miami Beach, according to Colliers International Fort Lauderdale Market Pulse for first quarter 2018. The city jumped to sixth place in the Top 10 U.S. Markets To Watch.

### Rooftop @ 1WLO



This makes the county a key market for developers looking to serve its 1.9 million residents and newcomers looking for an alternative to other regional destinations, says Carlos Rosso, condominium development division president of Related Group. Moreover, proximity to the airport and commuter options like Brightline have piqued the interest of companies and executives relocating from the Northeast.

"Fort Lauderdale continues to evolve with the opening of new businesses, hotels and residential projects," says Rosso, whose company has delivered luxury projects Icon Las Olas, Auberge Beach Residences & Spa Fort Lauderdale and Hyde Beach House in Hallandale Beach. "Companies are turning to the area based on its price value appeal

from both a business and residential cost perspective."

With construction cranes and other heavy equipment common sights countywide, the area — especially downtown Fort Lauderdale — has taken on a "new, younger vibe," says Mike Weymouth, president of Las Olas Company and the fourth family member to lead the largest property owner on the boulevard.

"When you walk through the district, it's immediately clear the area will continue to grow and evolve," he says. "It gives me great confidence to see local land owners, business owners and government officials working together to help Fort Lauderdale reach its true potential, while retaining the unique personality that's defined it for so long."

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# By Air, Sea, Truck and Rail, Connections Drive Business



In Greater Fort Lauderdale, air, sea, rail and commuter connections drive business and a thriving economy. Multibillion dollar investments in the airport, seaport, a regional train station, even beach renourishment already have delivered significant returns and promise to keep construction crews busy into the next decade.

## Airports

Greater Fort Lauderdale offers three unique airports to the flying public: general aviation Perry Airport (HWO); Fort Lauderdale Executive Airport (FXE), which serves corporate jets conveniently from just north of the city's downtown; and Fort

Lauderdale-Hollywood International Airport (FLL).

A \$2.3-billion expansion program at FLL, the nation's fastest-growing airport, has included lengthening the south runway to 8,000 feet, the addition of a concourse and U.S.

Customs Inspection Facility and proposed plans for up to 95 gates and a new intermodal facility.

Carriers ramping up service here include JetBlue Airways, Southwest Airlines, home-grown Spirit Airlines, United Airlines, Allegiant Air, Silver Airways, Air Canada, Alaska Airlines (formerly Virgin Airlines) and Emirates, which offers a daily non-stop flight between Fort Lauderdale and Dubai.

Located less than two miles from Port Everglades, the airport is a vital link to the county's cruise industry.

## Port Everglades

The county's seaport is known globally as the Cruise Capital of the World. But that tells only half the story. The port is a critical link in regional shipping.

"Prior to the first commercial ship arriving through our entrance channel 90 years ago, Broward County's founders had the vision and foresight to recognize that the port's greatest strength would be the economic opportunity that it provides to

**Port Everglades remains an  
award-winning and growing  
cruise destination and home port.**



# Mirroring Florida's Growth: Greenberg Traurig Serves Needs of Regional and Global Businesses



## Business Sectors We Practice In:



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Insurance



Life Sciences & Medical Technology



Private Wealth



Public Finance

With deep Florida roots and experienced attorneys serving clients locally, nationally and globally, Greenberg Traurig, P.A., has built a reputation as the go-to counsel for protecting the interests of corporations, insurers, real estate developers, and high net-worth individuals.

Delivering business-focused performance and showing commitment to community service, Greenberg Traurig's Fort Lauderdale office has grown along with the success of its clients and Florida. The office is an integral part of the firm that began in Miami 51 years ago as a small, entrepreneurial law firm and now has more than 2,000 attorneys serving clients from 38 offices across the United States, Latin America, Europe the Middle East, and Asia.

"We have the privilege of working with many of Florida's most dynamic companies and individuals, helping them fulfill their business goals," says Glenn E. Goldstein, co-managing shareholder of Greenberg Traurig's Fort Lauderdale office.



Goldstein

The robust Florida economy is reflected in Greenberg Traurig's diverse Fort Lauderdale practice areas.

"Our growth mirrors Florida's global success story," says Matthew W. Miller, co-managing shareholder of Greenberg Traurig's Fort Lauderdale office.



Miller

"This is exemplified in the quality and number of transactions we help facilitate."

Over the past year, the firm's Fort Lauderdale attorneys have led numerous transactions that have helped companies, private equity firms, venture capital firms, and entrepreneurs grow, such as Las Olas Venture

Capital, Platform Specialty Products Corp., Trivest Partners, and Palm Beach Capital Partners.

Other exemplary deals include representation of:

- SBA Communications Corporation and its subsidiary, SBA Senior Finance II, LLC, in obtaining a new \$2.4-billion, seven-year senior secured term loan and in amending its revolving credit facility to increase total commitments under the facility from \$1.0 billion to \$1.25 billion.

- An affiliate of Global Bankers Insurance Group in its \$120-million purchase of life insurance holding company Pavonia Holdings (US) Inc. from Enstar Group Ltd.

- Bank United in its \$34-million loan to TPG Hotels & Resorts for the \$47.4-million purchase of the historic Postcard Inn On The Beach in St. Pete Beach.

- Christ Fellowship Baptist Church in Downtown Miami in the \$10-million sale of a portion of its property to 5 Plaza, LLC, which allowed the church to retain and operate its historically designated building.

Our attorneys handle structuring and negotiating complex real estate joint ventures and investments for companies including Related Group and Mast Capital. The firm has also successfully litigated a number of matters on behalf of clients such as Assurant Inc., Broward Health, and The Inland Real Estate Group.

Philanthropically, Greenberg Traurig's Fort Lauderdale office is very involved, actively supporting local organizations such as Broward Workshop; Crohn's & Colitis Foundation; Jack & Jill Children's Center; Jewish Federation of Broward County; Kids in Distress; Leadership Broward Foundation; and Leukemia & Lymphoma Society Southern Florida.

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**“Prior  
to the first  
commercial  
ship  
arriving**

**through our entrance  
channel 90 years ago,  
Broward County’s  
founders had the  
vision and foresight  
to recognize that  
the port’s greatest  
strength would be the  
economic opportunity  
that it provides to our  
community.”**

~Steven Cernak  
Chief Executive, Port Director,  
Port Everglades

**A billion-dollar  
expansion is  
preparing Port  
Everglades for the  
region’s future  
shipping needs.**

our community,” says Steven Cernak, Port Everglades director and chief executive.

Today, port-related business employs more than 13,000 people and generates more than \$30 billion in economic activity. Shipping traffic has exceeded 1 million TEUs (20-foot equivalent units, the industry’s standard container measurement) for the past four years.

Some \$1.6 billion in expansion projects will position the port for next generation cruising and shipping and create 143,000 jobs beyond 2030.

Projects include:

- A channel deepening project, along with the lengthening of the Southport turning notch from 900 to 2,400 feet and the addition of new gantry cranes along five new berths, to accommodate “Panamax” vessels arriving via the expanded Panama Canal.
- Redevelopment of petroleum off-loading facilities to enhance the port’s role as a major seaport for receiving petroleum products for all of South Florida, including jet fuel for four international airports.
- A \$53-million Intermodal Container Transfer Facility that now brings freight rails directly to the port to help distribute cargo nationwide — helping drive \$18 billion in trade.

Port Everglades cruise traffic continues to sail full steam ahead. New passenger terminals and the arrival of some of the world’s largest cruise ships

will increase traffic from 3.8 million passengers in 2016 to a forecast 5.6 million passengers a year by 2033. In all, the port serves nine cruise lines and 39 cruise ships. Its ships and growth plans include:

- Cruise ships home-berthed here: Royal Caribbean’s Allure of the Seas and Harmony of the Seas, the largest cruise ships in the world; Holland America’s Koningsdam and Nieuw Statendam; Crystal Cruises luxury ships Crystal Serenity and Crystal Symphony.

- A complete expansion and remodeling — with technology, art installations and novel design — of Terminal 25 for the November 2018 arrival of Celebrity Cruises Edge; and a transformation of Terminal 2 for ships sailed by Carnival Corporation as the first facility equipped for its new Ocean Medallion interactive wearable technology.

“Port Everglades has been a very important partner with Celebrity for years,” says Celebrity President Lisa Lutoff-Perlo. “They’re very welcoming, and with airlift into Fort Lauderdale-Hollywood International Airport, we have our home there.”

## **Intermodal Facilities**

Just off the port, several multi-million-dollar public-private infrastructure improvement projects better connect the port to area highway and rail networks — and the country.

The \$72-million, 43.4-acre near-dock Intermodal Container Transfer Facility owned and operated by Florida East Coast Railway facilitates transfer of containers from the port’s containerized cargo terminals to rail or truck. A \$42.5-million overpass allows vehicles to travel unimpeded over the rail tracks and connect with I-595, I-95, I-75 and Florida’s Turnpike.

## **Brightline**

When it debuted in early 2018, Brightline became Florida’s only high-speed passenger rail service connecting Fort Lauderdale with Miami and West Palm Beach — and a much-needed addition for area commuters. Some called it a “game-changer.”



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south america NEW SHOPS more planes LONDON  
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FORT LAUDERDALE-HOLLYWOOD  
INTERNATIONAL AIRPORT  
BROWARD COUNTY, FLORIDA





## GREATER Fort Lauderdale

Brightline rail service connects Fort Lauderdale with Miami and West Palm Beach.

Passengers traveling to area business centers are spirited non-stop from Fort Lauderdale to downtown Miami or West Palm Beach in about 30 to 45 minutes. A planned 235-mile leg to Orlando International Airport will take less than three hours to travel.

As developers invest millions in property and build hotels and housing near its stations, some residents are being drawn east to neighborhoods like FAT Village arts district, Flagler Village, Progresso Village and downtown Fort Lauderdale — and those to the west are finding improved commuter options. Brightline quickly became a key



link in a regional “multi-modal” transportation network.

Says Michelle Gomez, vice mayor of Tamarac, a growing business and lifestyle center in the county’s

western suburbs, “This will let people work where they really want to work, live where they really want to live, and play where they really want to play.”



“Companies are welcoming and embracing our service as it makes doing business in the tri-county region more efficient and reliable. Brightline is changing behaviors and improving the quality of life throughout South Florida.”

~Patrick Goddard  
President and COO, Brightline

**Greater Fort Lauderdale is the geographic and business center of South Florida, whose 6 million population makes it the largest metropolitan region in the Southeast United States.**

### By Air ...

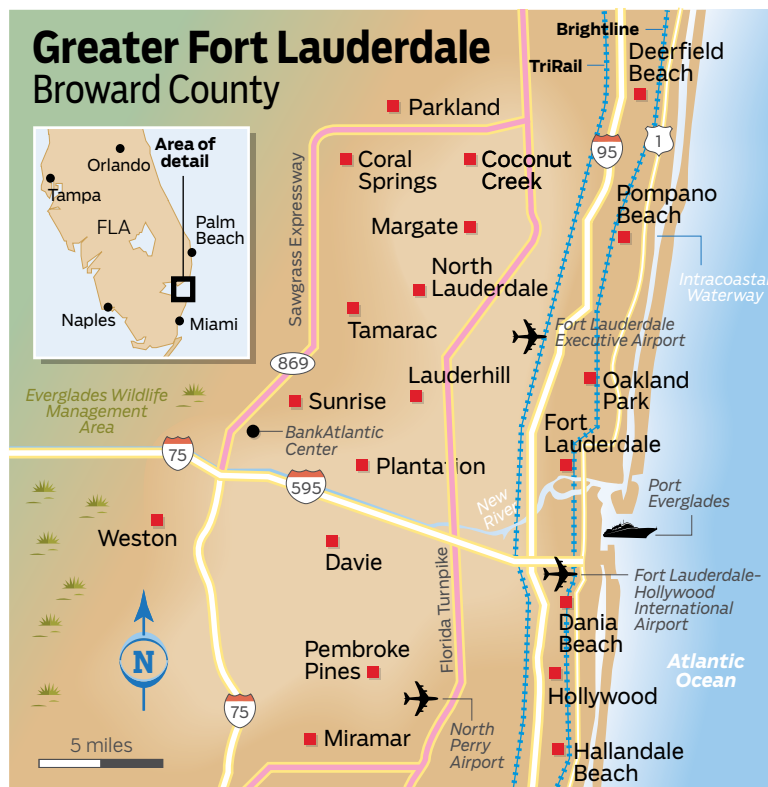
- 3 major international airports
- 7 private and executive airports
- 100 non-stop U.S. and international flights

### By Sea ...

- #1 container port in Florida
- #1 seaport for exports in Florida

### By Land ...

- Brightline connects Fort Lauderdale, West Palm Beach and Miami
- TriRail commuter train serves 18 stations across the region



# CITY *Furniture*



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# Building the Next Generation Tourism Destination



**Seminole  
Hard Rock  
Hotel & Casino  
Hollywood**

If a tourism destination's vitality can be measured by the number of new hotels and attractions being built, then Greater Fort Lauderdale is a picture of health.



**“Tourism  
has been  
the county’s  
number-**

**one economic driver  
for decades, and  
that’s only grown  
in the last few years  
as the tourism and  
business communities  
maximized our  
synergies.”**

~Stacy Ritter  
CEO, Greater Fort Lauderdale  
Convention & Visitors Bureau

**T**hroughout the county, billions of dollars in new construction is bolstering the area's tourism infrastructure and positioning it to strengthen its role as a world-class vacation destination.

“Tourism has been the county's number-one economic driver for decades, and that's only grown in the last few years as the tourism and business communities maximized our synergies,” says Stacy Ritter, CEO of the Greater Fort Lauderdale Convention & Visitors Bureau. “We recognize that luring people here on vacation will get them back for business, which helps us diversify the economy, which is good for everybody who lives and works here.”

In 2017, some 12.8 million tourists visited Greater Fort Lauderdale and its 30 cities, creating jobs for 185,000 county residents. Those visitors spent an estimated

\$5.8 billion, according to county figures.

Developers are responding. The county is enjoying well over \$3 billion in private- and public-sector investment, including hotels and condominiums, infrastructure and cultural and dining establishments. County officials are working on plans for a convention center hotel beside Port Everglades.

Up and down the coast and stretching inland, new hotels are rising. No place is this more visible — literally — than at the Seminole Hard Rock Hotel & Casino Hollywood. Ten miles west of the beaches, the highly successful casino currently is building an 800-room, guitar-shaped hotel tower as part of a massive \$1.8-billion expansion on its 100-acre property. When completed in 2019, the expansion will add 1,900 jobs to the casino's workforce.

Some credit Jimmy Buffett's

brand for helping ignite the most recent hotel boom. In 2015, the \$147-million Margaritaville Hollywood Beach Resort brought 349 rooms to the shores of the Atlantic. To the south, the county's largest hotel by rooms, the Diplomat Resort & Spa, recently completed a \$100-million renovation. This was followed by the openings of the Meliá Costa Hollywood and Hyde Resort & Residences.

To the north, world-class resorts, boutique hotels and hybrid condominium hotels are changing the landscape from Fort Lauderdale Beach to Lauderdale By The Sea. Names include Auberge Beach Residences & Spa, Four Seasons Hotel & Private Residences, Gale Boutique Hotel & Residences Fort Lauderdale Beach, Paramount Fort Lauderdale, the renovation and expansion of the 517-room W Fort Lauderdale, the Fort

# GREATER FORT LAUDERDALE

## thought leaders wanted

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### Key Industries



Technology



Healthcare



Marine



Pharmaceutical

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7,000+

Residential units on  
the horizon

\$1 billion+

Hotel & condo  
investment\*

### Lifestyle

23

Miles of beaches

100s

of annual outdoor  
concerts & festivals

823

Cultural organizations

\*Since 2015

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Lauderdale B Ocean Resort and the Conrad Fort Lauderdale Beach.

While towers take the headlines, smaller, boutique hotels can be found throughout Fort Lauderdale's central beach area and North Beach Village, bringing an eclectic feel, especially for European travelers accustomed to boutique-style motels. Several properties are well-known among the LGBTQ community.

Restaurants, shops and art galleries dot the community, which has captured the attention of students and researchers from Florida Atlantic University who are studying livable, walkable communities.

Near Fort Lauderdale's downtown district, hoteliers are building for business and leisure travelers. Merrimac Ventures is planning a 218-room Hilton Hotel. Other properties include a Tribute

Portfolio-Element hotel, Hyatt Centric and a Fairfield Inn & Suites from hotelier Luckey's Management. Other hotels include The Dalmar, Fort Lauderdale's first upscale, downtown hotel in a generation.

The 1,200 new rooms planned or under construction downtown, and thousands more across the county, are helping both bolster business-related travel and accelerate the county's leisure travel traffic, says Heiko Dobrikow, executive vice president of The Las Olas Company and general manager of the Riverside Hotel.

"It's amazing to see what's being done. We are all poised for success in the county," he says. "These capital improvements will make our tourism industry a beacon for decades to come, and certainly a testament that Greater Fort Lauderdale's growth will be vibrant and prosperous."



The Dalmar

## Beyond the Beach

Its beaches grab the headlines and social media posts. But Greater Fort Lauderdale has a host of attractions well beyond the sea and sand.

During hockey season, the Florida Panthers NHL franchise often play to a packed house when the BB&T Center welcomes such rivals as the New York Rangers, Toronto Maple Leafs or Boston Bruins. The center itself is ranked among the 10 top venues with more than 2 million customers annually.



Beyond the chill of the BB&T, county guests and residents can be found at Miami Dolphins, Miami Heat and Miami Marlins games, as well as regular season and celebrated college football bowl games.

Gambling is a popular pastime for tourists and locals alike. Pari-mutuel and casino gaming includes slot machines, poker, jai-alai, thoroughbred, harness and greyhound racing. Beyond the Seminole Hollywood Hard Rock and its sister properties, Seminole Classic Casino Hollywood and Seminole Casino Coconut Creek, are such venues as thoroughbred horse track and complex Gulfstream Park in Hallandale Beach, greyhound track Mardi Gras Casino (also in Hallandale Beach), harness racing track the Isle Casino Racing Pompano Park and jai-alai fronton the Casino @ Dania Beach.

Of course, thousands of visitors each year enjoy game fishing on the Atlantic and in the Everglades, exploring county and state parks by foot and boat, and a host of other outdoor attractions including tennis and golf.

"With its world-class beaches, shopping and entertainment options," says James Allen, CEO of Seminole Gaming and chairman of Hard Rock International, "Greater Fort Lauderdale has become one of the great tourist destinations in the United States."



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# Arts and Culture Lure Patrons and Corporations

A half-mile stretch of downtown Fort Lauderdale is home to two institutions that epitomize the county's arts and cultural scene. On one end is the Broward Center for the Performing Arts. When it's not introducing 30,000 schoolchildren a year to arts education, the nationally acclaimed entertainment venue is luring first-run Broadway performances.



“Arts  
and  
culture in  
Broward  
County

**has evolved and grown tremendously over the last decade, and our area has become a cultural gem providing opportunities to enjoy a wonderful quality of life beyond the office and the classroom.”**

—Jarrett Levan  
President of BBX Capital;  
Founder, Business for the  
Arts Broward

**A**t the other end of downtown is the NSU Art Museum Fort Lauderdale. The facility recently closed out the successful exhibit by artist Frank Stella. So enraptured was the business community with the Stella exhibit that the nearby Four Seasons Hotel celebrated it in a full-page ad in the *New York Times Sunday Magazine*.

The two institutions are the anchors of downtown Fort Lauderdale's popular 22-block Riverwalk Arts & Entertainment District. They're also the centerpieces of an array of arts and cultural institutions reaching every community in the county.

The arts are big business in Broward County. Some \$414.2 million was spent countywide on arts, arts-related tourism and ancillary services, according to the 2017 Arts & Economic Prosperity 5 study from Americans for the Arts. Arts and cultural organizations provide 11,078 full-time jobs and drive \$40.1 million in local and state government revenue.

Catching the wave, developers are turning buildings and restaurants into canvasses. The popular YOLO Restaurant on Las Olas Boulevard hosts pop-up art installations through a partnership with a local arts organization. Nearby, a planned 218-room Hilton Hotel will feature a prominent

architectural glass wrap and mural created by local artists integrated into a popular walking path through FAT Village (Flagler, Arts, Technology), a 300-acre enclave that is home to galleries, creative arts, theater, residential and office space.

Together, guests enjoy a more experiential encounter with local art, says hotelier Dev Motwani.

From the downtown corridor, art touches every corner of the community, including the airport. Fort Lauderdale-Hollywood International Airport boasts 63 works. Art Fair Fort Lauderdale presents paintings, pieces, artist talks and guest interactions over four days to put Fort Lauderdale "on the art world map as a premier location to view, interact with and purchase art," says Andrew Martineau, co-founder and director of Art Fort Lauderdale: The Art Fair on the Water.

Four suburban "Arts Parks" feature exhibitions, performances and interactive displays. A stone's throw from one Arts Park, the downtown Hollywood Mural Project walkable outdoor mural display features stories-high illustrations. Suburban enclaves Miramar and Coral Springs each have cultural and performing arts centers.

This private- and public-sector investment across Broward County and South Florida

## Broward Center for the Performing Arts



Frank Stella exhibit at  
NSU Art Museum

drives synergies for deeper relationships. This season, NSU Art Museum exhibitions of paintings by the French Impressionist Pierre-Auguste Renoir and American realist William J. Glackens will coincide with the Broward Center's presentation of "Hamilton." Visitors to the Florida Grand Opera's production of "Frida" in March 2019 will be able to enjoy works by Frida Kahlo and her husband Diego Rivera in its permanent collection.

Greater Fort Lauderdale is central to a growing arts region, as evidenced by its location equidistant from Art Basel Miami Beach, the Wynwood district to the south and the Norton Museum in West Palm Beach, which recently underwent a \$100-million expansion.

"The cumulative effect of these cross-promotions will reinforce the perception that Greater Fort Lauderdale is experiencing a cultural renaissance," says Bonnie Clearwater, the NSU Art Museum's director and chief curator.

"The arts have played a major role in attracting new companies to our area," adds Jarett Levan, president of BBX Capital and founder of Business for the Arts Broward, a non-profit organization of business leaders who advocate for arts and culture. "Arts and culture in Broward County has evolved and grown tremendously over the last decade, and our area has become a cultural gem, providing opportunities to enjoy a wonderful quality of life beyond the office and the classroom."



Internationally renowned muralist Rone  
working in Hollywood



FAT Village ArtsUp art installation by  
local artist Leandra Arvazzetti



Dozens of charities and not-for-profit organizations work with area corporations in shared missions to help improve life in Greater Fort Lauderdale.

Ann Storck Center
Arc Broward
ArtServe
Boys & Girls Clubs of Broward County
Broward Center for the Performing Arts
Broward Education Foundation
Broward Public Library Foundation
Business for the Arts of Broward
Community Care Plan
Coordinating Council of Broward
Crockett Foundation
Emerge Broward
Fellowship Foundation RCO
Fort Lauderdale Historical Society
Greater Fort Lauderdale Alliance Foundation
Greater Miami / Fort Lauderdale American Heart Association
HABCO Manufacturing
Hispanic Unity of Florida
Historic Stranahan House Museum
Jim Moran Institute for Global Entrepreneurship
Junior Achievement of South Florida
Leadership Broward Foundation
Nonprofit Executive Alliance of Broward
Orange Bowl Committee
Trustbridge Hospice Foundation
United Way of Broward County
Urban League of Broward County
YMCA of South Florida

# Business Engagement Heightens Charitable Outreach

Whether by Fortune 500s or upstart companies, charitable giving is a passion among Greater Fort Lauderdale's employers.

**W**hen the United Way of Broward County and the Greater Fort Lauderdale Alliance, along with 45 members of the Broward Business Council and city and county governments, launched the "United We End Homelessness" campaign to fight chronic homelessness countywide, AutoNation established a \$300,000 matching grant.

The grant for what organizers called a "collaborative communitywide initiative" came with a challenge to other businesses from the company's chairman, president and CEO, Mike Jackson: "We must do more to create a home for all."

James Donnelly, founder and CEO of the Castle Group and co-chairman of the Business Council, calls homelessness "a human tragedy" that demands business leaders facilitate solutions.

Whether for education, job training, affordable and workforce housing or homelessness, such giving and outreach is nothing new in Greater Fort Lauderdale. The county's top six corporate donors — JM Family Enterprises, Rick Case Automotive Group, AutoNation, the Florida Panthers Foundation, City Furniture and Kaplan — gave roughly a combined \$40 million in 2016, according to the *South Florida Business Journal*. In fact, three of

South Florida's top four donors are based in Broward County.

For those companies keen to get involved with groups in need, the Community Foundation of Broward has provided leadership on community solutions and connected people with causes since 1984. With more than 450 charitable funds representing \$173 million, it has distributed \$89 million during the past 33 years to address issues affecting seniors, the arts and the LGBTQ community.

The county's network of charitable organizations has become a safety net for various populations and fosters continued economic growth, says Kathleen Cannon, president, CEO of United Way of Broward County. Not only do non-profits employ a large workforce, they help communities thrive by giving families the training, health care or economic boost they may need. Incomes and standards of living rise, family life improves and businesses see the benefit, she says.

"It's really a cyclical event. If business and non-profits work together, everybody thrives," Cannon says. "It's a win-win. We're constantly trying to show people that a little bit of effort and philanthropy helps you and your business."

Students enrolled in the Urban League of Broward County's Summer Enrichment Camp



# People to Know

Greater Fort Lauderdale's talent crosses all spectrums. Leaders in business, government, education and non-profits together help lead the county into prosperity for all. Here are some key people to know.



**Anthony Abbate**  
Associate Provost;  
Director, School of  
Architecture  
Florida Atlantic  
University -  
Broward



**Rony Abovitz**  
President/CEO  
Magic Leap

**James F. Allen**

CEO, Seminole Gaming;  
Chairman, Hard Rock  
International

**Gerald Angeli**

President and General Manager  
ACR Electronics

**Ron Antevy**

President and CEO  
e-Builder



**Josie Bacallao**  
President and CEO  
Hispanic Unity  
of Florida

**Walter Banks**

Owner and President, Lago Mar



**Wael Barsoum**  
CEO, Cleveland  
Clinic Florida

**James Berger**

Managing Partner  
Berger Singerman

**Suzanne Bogdan**

Managing Partner, Fisher Phillips

**Kareen Boutsos**

Executive Director  
Broward Workshop

**Cressman Bronson**

Regional President, PNC Bank

**Colin Brown**

Chairman  
JM Family Enterprises

**Brent Burns**

President & CEO  
JM Family Enterprises

**Malcolm Butters**

CEO, Butters Construction

**Andrew Cagnetta**

President, Transworld  
Business Advisors

**Matthew Caldwell**

President and CEO, Florida  
Panthers Hockey Club

**Doria Camaraza**

Senior VP, General Manager  
American Express



**Jorge Camejo**  
Executive Director  
Hollywood  
Community  
Redevelopment  
Agency



**Skip Campbell**  
Mayor  
Coral Springs

**Kathleen Cannon**

President and CEO, United Way  
of Broward County

**Beverly Capasso**

President and CEO  
Broward Health

**Linda Carter**

President and CEO, Community  
Foundation of Broward



**Rick Case**  
Founder, Rick  
Case Automotive  
Group



**Rita Case**  
Founder, Rick  
Case Automotive  
Group

**Steven Cernak**

Chief Executive, Port Director  
Port Everglades Department  
of Broward County

**Karen Chastain**

General Manager, Marriott  
Harbor Beach Resort

**Lori Chevy**

President, Bank of America /  
Broward County

**Ted Christie**

CEO and Director, Spirit Airlines

**Ryan Cohen**

Founder, Chewy

**Heiko Dobrikow**

General Manager  
Riverside Hotel

**James Donnelly**

CEO, Castle Group



**Harry Dressler**  
Mayor  
Tamarac

**Eugenia Duncan Ellis**

President and CEO  
Riverwalk Fort Lauderdale

**Aurelio Fernandez**

President and CEO  
Memorial Healthcare System

**Nelson Fernandez**

Executive Vice President/  
Principal, ANF Group

**Lamar Fisher**

Mayor, Pompano Beach

**Beam Furr**

Mayor, Broward County



**Mark Gale**  
CEO/Director of  
Aviation, Fort  
Lauderdale-  
Hollywood  
International  
Airport



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## GREATER Fort Lauderdale



**Bill Ganz**  
Mayor  
Deerfield Beach

### Mark Gatley

General Manager, Broward County  
Convention Center



**Glenn Goldstein**  
Co-managing Shareholder  
Greenberg Traurig

### Michael Goldstein

CEO, Lan Infotech

### Gerald Greenspoon

Co-managing Director  
Greenspoon Marder

### Jon Hage

President and CEO  
Charter Schools USA

### Greg Haile

President, Broward College

### George Hanbury

President  
Nova Southeastern University

### Bertha Henry

County Administrator, Broward County

### David J. Henshall

CEO, Citrix

### Mason Jackson

President and CEO  
CareerSource Broward

### Mike Jackson

Chairman, CEO and President  
AutoNation



**Tamara James**  
Mayor  
Dania Beach

### Art Keiser

Chancellor, Keiser University

### John Kelly

President, Florida Atlantic University

### Kathy Koch

President, Ambit Advertising &  
Public Relations



**Keith Koenig**  
President  
City Furniture

### Ina Lee

President, TravelHost Media Group

### George LeMieux

Chairman, Gunster

### Alan Levan

Chairman, BBX Capital



**Josh Levy**  
Mayor  
Hollywood

### Dan Lindblade

President and CEO, Greater Fort  
Lauderdale Chamber of Commerce

### Per-Olof Loof

Chief Executive Officer, KEMET Electronics

### Doug McCraw

Co-Founder, Fat Village Arts District



**Wayne M. Messam**  
Mayor  
Miramar

### Nick Milano

Executive Partner  
Holland & Knight, Fort Lauderdale



**Matthew Miller**  
Co-managing  
Shareholder  
Greenberg Traurig

**Bob Moss**  
Chairman/CEO  
Moss Construction

**Dev Motwani**  
President and CEO  
Merrimac Ventures

**Peggy Nordeen**  
CEO, Starmark

**Frank Ortis**  
Mayor, Pembroke Pines

**Chris Palermo**  
Founder and CEO, Global  
Communication Networks

**Tim Petrillo**  
CEO and Co-Founder  
The Restaurant People



**Eugene Pettis**  
Co-Founder  
Haliczer Pettis  
& Schwamm

**Hector Ponte**  
Region President  
Wells Fargo



**Ed Pozzuoli**  
CEO  
Tripp Scott

**Phil Purcell**  
CEO/President  
Marine Industries Association  
of South Florida

**Beverly Raphael**  
President and CEO  
RCC Associates

**Stacy Ritter**  
President and CEO  
Greater Fort Lauderdale  
Convention & Visitors Bureau

**Sam Robbin**  
President and CEO  
National Jets

**Andrew Rosen**  
Chairman and CEO  
Kaplan

**Gary Rosen**  
Managing Shareholder  
Becker

**Adam Rosenberg**  
Spectore Corp.

**Juliet Roulhac**  
Regional Manager,  
External Affairs, FPL

**Robert Runcie**  
Superintendent  
Broward Schools

**Laurie Sallarulo**  
President and CEO, Junior  
Achievement of South Florida

**Scott Scherr**  
CEO/President  
Ultimate Software

**Kelley Shanley**  
President and CEO, Broward  
Center for the Performing Arts

**Maureen Shea**  
CEO, Right Management-  
Florida/Caribbean

**Tom Shea**  
President, Right Management-  
Florida/Caribbean



**Germaine  
Smith-Baugh**  
President and CEO  
Urban League of  
Broward County

**Gary Spulak**  
President  
Embraer Aircraft Holding



**Daniel Stermer**  
Mayor  
Weston

**Kenneth Stiles**  
CEO, Stiles

**Erick Strati**  
Regional Vice President  
Wells Fargo

**Greg Stuart**  
Executive Director  
Broward Metropolitan  
Planning Organization

**Bob Swindell**  
President and CEO  
Greater Fort Lauderdale  
Alliance

**Lon Tabatchnick**  
President, The Lojeta Group

**Patrick Taylor**  
President and CEO  
Holy Cross Hospital

**Dean J. Trantalis**  
Mayor, Fort Lauderdale



**Scott Verner**  
President/CEO  
Trividia Health

**Jordan Zimmerman**  
Chairman  
Zimmerman Advertising

## The Legacies of Leaders Lost

In the past two years, Greater Fort Lauderdale lost three exemplary leaders who placed their stamp on the business and civic communities and elevated the region to global status.

**Wayne Huizenga**, the only entrepreneur to boast three Fortune 500 companies (Blockbuster Entertainment, Waste Management, AutoNation) and created or owned three professional sports teams: the Miami Dolphins, the Florida Marlins and the Florida Panthers.

**Terry Stiles**, the developer whose signature properties remade downtown Fort Lauderdale and whose company — under leadership of son, Ken — had \$325 million in 2017 gross billings.

**Phil Smith**, whose auto dealerships from South Florida to North Carolina employed hundreds, generated \$500 million in annual revenues, and allowed him to donate millions of dollars to health care and education.



