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Work. Play. Thrive.

For information and assistance with relocating or expanding your business in Palm Beach County, Florida, contact:

**Business  
Development  
Board**  
PALM BEACH COUNTY'S BUSINESS RESOURCE

www.bdb.org

Phone: 561-835-1008

Fax: 561-835-1160

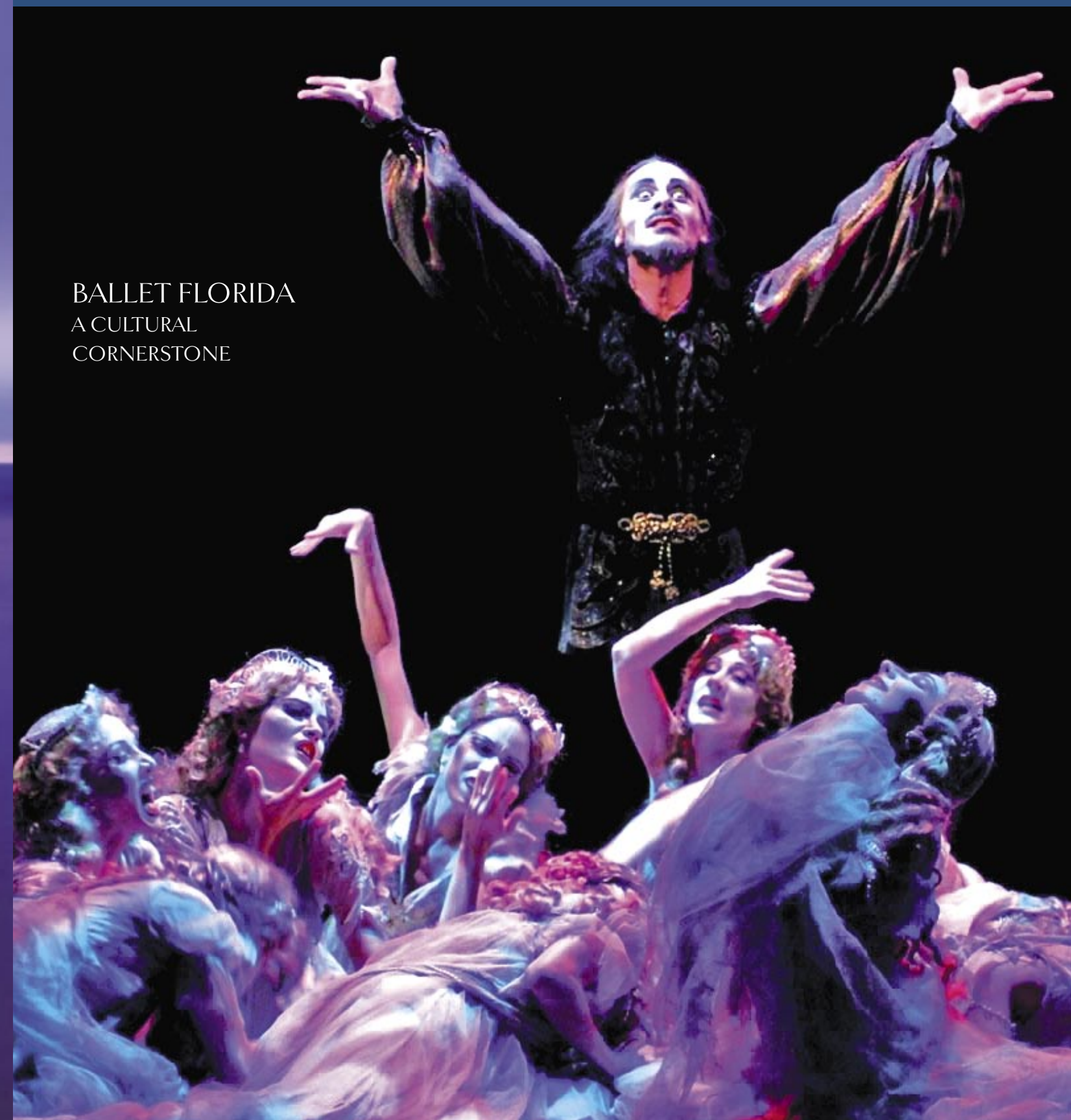
Email: [relocations@bdb.org](mailto:relocations@bdb.org)

The Business Development Board is the official economic development organization of Palm Beach County and an Enterprise Florida partner.

**Business  
Development  
Board**  
PALM BEACH COUNTY'S BUSINESS RESOURCE

# THE PROSPECTOR

A Quarterly Publication of the Business Development Board of Palm Beach County, Early Fall 2006



BALLET FLORIDA  
A CULTURAL  
CORNERSTONE



**YOU HAVE THE VISION.  
WE HAVE THE SOLUTION.**

**cynfyn** solutions

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- \* PRINT MEDIA
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- \* WEB HOSTING
- \* CD/DVD MEDIA

CLIENT SPOTLIGHT

**PLASTRIDGE INSURANCE**



"I first met Cynfyn's Chief Operating Officer, Paul Ramkissoo, while he was on staff at the Business Development Board. The fact that I actually knew Paul and his relationship approach to business, made all the difference in selecting Cynfyn Solutions to handle our website revision."

**Mr. Tom Lynch**  
President, Plastridge Insurance  
Past BDB Chair

"I wanted to update the look, feel and user-friendliness of our website. The team at Cynfyn were very professional and creative in redesigning our site. I could not be happier with the end results! Please visit our site at [www.plastridgeinsurance.com](http://www.plastridgeinsurance.com) and see what a professional team can do for you."

**Mr. Brendan Lynch**  
Plastridge Insurance  
Youngest Director in BDB History

A LETTER TO OUR MEMBERS

**Kelly Smallridge**  
President of the Business Development Board



Dear Members:

September 30 will mark the end of the Business Development Board's 2005-2006 fiscal year, and what a great year it was. The best part is, we're not done yet.

Since last October, the BDB closed 20 expansion and relocation projects resulting in over 1,700 new and retained jobs for Palm Beach County. Of those projects, nine fall into the aviation/aerospace/engineering cluster and five are in the life sciences. This is a prime example of how the county is moving toward a more knowledge-based economy that provides higher wage jobs.

Also this year, there was a significant increase in the number of events available to our members. We heard you wanted more opportunities to get to know your fellow members and hear what's going on at the BDB – and we listened. In the upcoming year, look for even more events that will provide a venue not only to fraternize with members, but to learn from them, too.

BDB staff is in the midst of making plans for the upcoming year. Although we are thrilled with the results from the year we're about to finish, we're even more excited about the possibilities for 2006-2007. It's because of people like you who see the value of investing in economic development that make it possible for BDB staff to do what we do best – stimulate economic energy, promote business diversity and enrich the vitality of Palm Beach County.

Sincerely,

*Kelly Smallridge*

Kelly Smallridge



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Palm Beach County Board of County Commissioners

**Board of Advisors**

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The Palm Beach Post  
Rutherford Mulhall, P.A.  
South Florida Business Journal  
Templeton & Company

The Business Development Board is a private, not-for-profit corporation founded in 1982 as Palm Beach County's public/private economic development organization. We work to attract and retain business investment through corporate relocations, expansions and international trade; and provide marketing support and business networking services through a paid membership organization that partially funds our economic development services. Since 1993, more than 225 company relocations and expansions assisted by the Business Development Board resulted in the creation of over 22,000 jobs and added in excess of \$4 billion to the Palm Beach County economy. The BDB is the "Official Public/Private Economic Development Organization of Palm Beach County" and an Enterprise Florida partner.

**Presidents Members**

Acordia-Wells Fargo Insurance Services  
AFLAC  
ALDA & Associates International, Inc.  
Alzheimer's Association, Southeast Florida Chapter  
Ameribank  
Anixter  
Astorino (L.D. Astorino Architects, Inc.)  
Ballet Florida  
BankAtlantic  
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Barclay's International Realty, Inc.  
Blue Chip Mortgage Wholesale  
Boca Raton Habilitation Center  
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The City of Boca Raton  
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CareersUSA  
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Catalfumo Construction and Development, Inc.  
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Centex Construction  
The Children's Place at Home Safe Foundation  
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Coplay, Inc.  
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Gourmet Galaxy  
The Governors Club of the Palm Beaches  
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Jupiter Medical Center  
Keyes Company/Realtors/Relocation  
Libow & Shaheen  
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The Wackenhut Corporation  
Walgreens Distribution  
The Weitz Company, LLC  
West Palm Beach Marriott  
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West Palm Beach/NW. Pleasant City District

# THE PROSPECTOR

Early Fall 2006

A Quarterly Publication of the Business Development Board of Palm Beach County

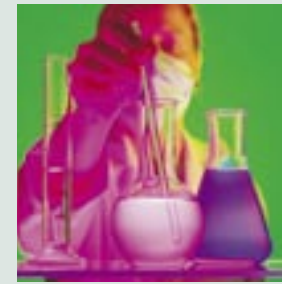
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## PROVIDING SUPPORT, EDUCATION & HOPE



Did you know the annual cost to businesses as a result of Alzheimer's disease is \$61 billion? More than half of that cost is a result of workers who are caregivers and need time off to take care of an Alzheimer's patient. The services provided by the Alzheimer's Association can go a long way in reducing these costs, and provide peace of mind for caregivers and families.



In 1985 the Alzheimer's Association, Southeast Florida Chapter (SEFC) was established in Palm Beach County and became the area leader in support and educational programming for individuals, families and caregivers living with Alzheimer's disease and related dementias. Today, the national Alzheimer's Association remains the world's largest private funding source for research and support services related to Alzheimer's and dementia.



During the last 20 years, the SEFC has maintained a commitment to improving the quality of life of those affected by Alzheimer's disease by providing professional guidance and support when life circumstances may first appear overwhelming. "This chapter's goal is to ensure that individuals and families have the ability to maintain not only a high quality of life, but also feel supported and connected to resources as they deal with the daily needs faced by those with Alzheimer's and their caregivers," said Mark Pafford, CEO of the Alzheimer's Association, Southeast Florida Chapter. "Through education, resource connection and support the SEFC provides a valuable and critical service."

"During the last 20 years, the SEFC has maintained a commitment to improving the quality of life of those affected by Alzheimer's disease by providing professional guidance and support when life circumstances may first appear overwhelming."



As the world leader in Alzheimer's research and support, the Alzheimer's Association feels a tremendous responsibility to provide the very best in services. CHES is an acronym that best explains what the chapter offers:

- C – Care Consultation
- H – Helpline (24-hour, seven-day, toll free assistance can be reached by calling 800-272-3900)
- E – Education, training and public policy
- S – Support groups (throughout the area at a variety of times and locations)
- S – Safe Return® Program (Wanderer's ID, nationwide)

The SEFC soon will unveil a first-of-its-kind Dementia Specific Comprehensive Resource Guide. The guide will be free and available to caregivers and professionals for use in navigating the sometimes difficult health care and community resource system. Printed in an easy-to-read, large print font, it will include: descriptions of available services, dementia-specific resources, and special sections including information about public policy to educate readers regarding legislative advocacy efforts at local, state and national levels.

The SEFC also created the Alzheimer's Association Education Institute (AAEI) to enable caregivers and professionals to experience their tremendous array of educational programming and training opportunities. AAEI provides professional and caregiver educational courses geared to enhance and improve care giving and education regarding Alzheimer's and dementia.

As a not-for-profit agency the chapter depends solely on local funding to support its services. Financial support, largely from individuals and corporations, allows the SEFC to sustain its aggressive education, support and resource provision efforts in the community. Through its annual signature event – Memory Walk – and other fund development activities, there are numerous opportunities for businesses and individuals to help make a difference in the lives of those with Alzheimer's disease.

For more information about chapter programs and how you may help contribute, please call (800) 861-7826 or visit [www.alzsefc.org](http://www.alzsefc.org) and [www.MemoryWalks.com](http://www.MemoryWalks.com).



ARTISTRY IN MOTION:

A CULTURAL CORNERSTONE

Palm Beach County has no shortage of first-class cultural institutions, but Ballet Florida has helped change the face of the county seat – literally! With a dramatic new two-story, 120 x 30-ft. mural that covers the entire east facade of its Fern Street studio in downtown West Palm Beach, Ballet Florida makes a powerful statement that it is now a cultural cornerstone of Palm Beach County's landscape. The mural, which was unveiled last spring, is an exquisite photographic representation of the dance company's unique artistry, energy and quality.



Ranked among the top 20 dance companies in the country, Ballet Florida was founded by Marie Hale, now its artistic director, and consistently earns international and national recognition for its outstanding achievements in classical and contemporary dance. It is considered to be one of the few dance companies in the country to perform such richly diverse repertoires, which include works from the world's leading contemporary and classical choreographers. It is also home to one of Florida's most highly acclaimed dance schools, the Academy of Ballet Florida.

In the height of the 20th Anniversary season, Ballet Florida's artistry continues to grow. The first performance of 2006, held at the Kravis Center for the Performing Arts, featured two company premieres, *Rite of Spring* and *Bello*, both of which received rave reviews by audiences and critics. Right in step with the artistic growth, the company is also growing in size. It recently added three new dancers, which brings the total number of company members to 22, representing nine different countries.



This season, audiences are experiencing some of the most daring and artistically significant performances of any season in the company's history. They have brought back ballet classics and audience favorites like *The Nutcracker* and *Romeo and Juliet*, but their forte as a dance company continues to evolve in the realm of modern and contemporary dance. With works like *Rite of Spring*, *Second Before the Ground* and *Baker's Dozen*, Ballet Florida challenges the common misconception held by many that ballet is predictably classic.

Along with a commitment to providing audiences with exciting, inspiring performances, Ballet Florida is also dedicated to providing cultural enrichment to the surrounding communities. Through the Academy of Ballet Florida, children from neighboring inner-city schools are able to benefit from various education outreach programs. The Master Class Series, Academy Dance Outreach and the Performance Series are a few of the educational programs offered by the Academy. They are designed to provide children with new opportunities, personal support and the resources needed to study dance.



Photos courtesy of: Janine Harris

For more information about Ballet Florida, their upcoming performances or to learn more about their education outreach programs, call (561) 659-1212, or visit [www.balletflorida.com](http://www.balletflorida.com). Tickets for Ballet Florida performances can be purchased at the Ballet Florida Box Office, 500 Fern Street in West Palm Beach, or by calling (561) 659-2000 or (800) 540-0172. Tickets for Ballet Florida performances held at the Kravis Center are also available through the Kravis Center Box Office, located at 701 Okeechobee Boulevard, West Palm Beach or by phone at (561) 832-7469 or (800) KRAVIS-1.



## PARTNER TO PREVENT AVIAN FLU PANDEMIC

Two national entities have joined forces to unravel a global mystery – how avian flu mutates and how a pandemic outbreak can be avoided. The IBM Corporation and The Scripps Research Institute – both part of Palm Beach County’s life science community – forged a unique alliance in a project called Check-mate. The blending of Scripps’ world-renowned research expertise, with the supercomputer technology and engineers at IBM, will address a growing fear – that the H5N1 virus could mutate and become highly contagious to humans, spreading quickly and killing up to 165 million globally.

Scripps scientists and IBM engineers will study the avian flu virus, its characteristics and its evolution. The data will be entered into an IBM supercomputer to be constructed in Palm Beach County, and a model of the potential flu virus created. The simulation is expected to shed light on how the virus could mutate and spread; and it is hoped that strategies can be developed which would anticipate the disease and counteract it. The work will be done at Scripps Florida, in its state-of-the-art biomedical research facility now under construction in Palm Beach County.

The IBM supercomputer is expected to be the most powerful computer in the world, with the ability to process one quadrillion computations per second. Its present supercomputer, Blue Gene, located in New York, can handle only one-fourth of that capacity. Until the new super IBM computer can be completed, the team will rely on Blue Gene, as well as Scripps’ computers.

“This is a project of incredible timeliness and urgency, one of high social and humanitarian value,” says Pete Martinez, executive vice president of IBM.

“It’s a project requiring the best talent in the world, and it clearly will accelerate the pace of research and development within Palm Beach County.”

Scripps’ main facility in La Jolla, California, has been researching pandemic viruses for decades. It developed a technology which allows scientists to quickly identify mutations in key viral proteins. This same technology may play an active role in determining whether avian flu is mutating, and provide an early-warning system for health care providers.

Dr. Richard Lerner, president of The Scripps Research Institute, will provide direction to the Project Check-mate research team, and Nicholas Tsinoemas, director of informatics for Scripps Florida, will be in charge of the Scripps research group. Ajay Royyuru, senior manager, IBM Computational Biology Center, will lead the Research team from IBM.

The first order of business for Check-mate is to determine the key areas of research which will most significantly impact a national and global pandemic response. The second phase involves execution of the research projects through international collaboration. And the third stage brings the team, government agencies and private enterprise together to understand and implement the findings of Project Check-mate.

Both Scripps Florida and IBM reside in Palm Beach County, home to an active and growing life science cluster. This science community has been attracting cutting edge companies involved in the manufacture and research of drugs, medical supplies, medical instruments and health care services.

The unique nature of this project, the joining of two enterprises from different disciplines – Scripps, a life science research facility and IBM, a supercomputer technology company – is a major plus for the area. “Project Check-mate is exactly the type of project we want to replicate in Palm Beach County,” says Kelly Smallridge, the president of the Business Development Board. “This project not only attracts other bioscience companies, but it encourages partnerships among different types of industries, a classic case of cross-fertilization of clusters.”



## GET WIRED

Who would have guessed that in 1957 when two Chicago-area brothers, Alan and William Anixter founded their company as resellers of wire and cable, that today it would be the world’s leading distributor of communication products, electrical and electronic wire and cable, and CCTV products? The Anixter brothers developed a unique customer service by buying wire and cable “shorts” (leftover product) from construction sites, and developed a market niche by cutting it to custom lengths. That technique earned the brothers and their company great success that continues today.



From left to right: Steve D’Ercole, regional security manager; Audra Stepp, branch manager; Mark Donley, sales engineer.

Anixter is also a global leader in supply chain services and a key distributor of wire, cable, communication and physical security products including fasteners and other small parts (“C” class inventory components) to original equipment manufacturers.

Anixter’s growth in the industry is legendary: from \$10 million in 1967 to today’s sales, which are in excess of \$3.8 billion. The company has a staggering 325,000 products in inventory, a network of 197 warehouses of more than 5 million square feet of space, 5,000 employees, and presence in 220 cities in 45 countries including Palm Beach County’s main office in Delray Beach (additional Florida locations include Orlando, Jacksonville and Miami).

Audra Stepp, branch manager of Anixter’s Delray Beach office, has dedicated her time to helping a wide range of local companies with their data center and network cable infrastructure needs, which are a result of the increased use of computers, high-speed communications, information technology, and the overall demand for networks that support voice, data, video and multimedia applications.

“We service a wide range of businesses in our territory. Small to large in the retail, governmental, educational, banking and healthcare markets,” said Stepp.

“The fastest growing segment of our business is clearly in the physical security market – cameras, recorders anything that deals with access and boundary protection for many areas including airports, cruise lines and ports,” said Stepp. These entities are all making huge investments to keep the public safe.”

Intelligent video is another new technology that is very hot in the security sector. This technology monitors and captures people and objects’ movements against normal movement. Anixter also has seen a lot of interest in “muni-wireless,” a public wireless initiative representing a significant change in the way Internet services are delivered to municipalities across the country. Several municipalities in the area currently are working on this technology.

According to Stepp, one of the major assets Anixter is able to provide its wide range of clients is the company’s experienced sales and marketing team. “Our team is able to provide comprehensive product and service solutions for our customers’ most difficult IT and security infrastructure issues,” said Stepp. “We encourage clients to rely on our expertise to help them optimize the performance and reliability of their networks. We pride ourselves on the education that we offer along with our expertise; after all, there are numerous new technologies and products which make it difficult for almost any company to stay on top of everything.”

For more information regarding network infrastructure design, supply chain services and custom educational programs, visit [www.anixter.com](http://www.anixter.com) or contact Audra Stepp, branch manager, 1255 NW 17th Ave, Suite 4, Delray Beach, FL 33445, or via e-mail at [audra.stepp@anixter.com](mailto:audra.stepp@anixter.com).



## PERSONNEL SERVICE WITH A PERSONAL TOUCH



Photo courtesy of: David R. Randell Photographics

Back row, left to right: Alberto Lopez, Barb Ryan, Lee Fossett, Barb Fossett and Patrick Fossett  
Front row, left to right: Bridgette McClendon and Mary Coleman

When business is booming, companies know they need more hands on deck, but don't have the time to hire the necessary help. Even if they can take a breather and run an ad, they get buried under an avalanche of resumes.

Another common scenario is during the frenzy of finding someone, a hiring decision is made that a business owner regrets later. What if employers were able to try a new employee before making a long-term commitment?

Not all businesses have the time to recruit new employees. That's when the resources of a staffing company such as Express Personnel Services are an asset to companies.

Express works with a variety of companies to find the right people. Local clients include manufacturers, distribution companies, call centers, professional service firms, equipment dealers, banks and mortgage companies, as well as governmental agencies, colleges and universities. The West Palm Beach office is part of an international organization, Express Services Inc., which had \$2 billion in revenues in 2005. This structure provides businesses that choose Express a dedicated, ownership-based team that it focused on the local market and is backed by the strength of an international corporation.

The local office has served the area since 1994, when it was first opened by its current owners, Barb and Lee Fossett. "In 1994, Barb and I toured several Florida locales when we were searching for a site. During our time in West Palm Beach, we visited with the Business Development Board, which left a positive impression and helped us choose West Palm Beach for the new operation."

Initially, services focused on industrial temporary staffing; however, the company broadened its offerings to include office, clerical, accounting and call center staffing along with a wide range of professional recruiting services, including sales executives and accountants. With one local company Express started at the shipping dock, worked through the production operation, then to the call center, then recruited a manager for the call center and a materials and logistics manager. The finale was a successful recruiting assignment to find the president of the local division.

As the labor market changes, Express enhances its offerings. All Express temporary associates are required to pass a drug screen prior to the start of their first assignment, and background checks are run for many positions. Skills such as typing, data entry, QuickBooks, PowerPoint, call center listening and call center order entry can be tested, too.

Enhanced offerings are not confined to Express clients. The company's temporary associates enjoy benefits such as eligibility for medical care programs, paid holidays, paid vacation and even a 401(k) plan. Starting earlier this year, Express made available a web-based payroll service that companies can use to pay and track data about their core employees, and report their payroll taxes without expensive software purchases.

Express Personnel Services partners with the BDB to offer human resource workshops covering topics such as "Top ten reasons employers get sued" and "Dealing with the problem employee: Your best tools for success". These workshops are certified for continuing education credits for certified HR professionals, and provide good tools for HR professionals and functional managers.

"Engaging a staffing service is one of the smartest things a business owner can do," says Fossett. "By letting professionals in personnel services find employees, companies have an increased ability to do what they do best – service their customers."

Express' West Palm Beach office is located at 2240 Palm Beach Lakes Blvd. Any affiliated Florida office may be reached through [www.expresspersonnel.com](http://www.expresspersonnel.com), or by calling Lee Fossett at (561) 471-8285.





## INDUSTRY APPRECIATION LUNCHEON

**SEPTEMBER 21**

Registration/Networking: 11:00 a.m. Program begins at Noon  
West Palm Beach Marriott  
\$40.00 for members  
\$45.00 for non-members  
\$400.000 for a table of 10  
Contact: Emily Elrod  
Phone: (561) 835-1008, ext. 4101  
Email: eelrod@bdb.org

## FREE SEMINAR SERIES - MARKETING ESSENTIALS: THE STRATEGIES YOU NEED TO SUCCEED (SEMINAR III)

**SEPTEMBER 26**

Registration: 7:30 a.m. Seminar begins at 8 a.m.  
Florida Culinary Institute  
Contact: Emily Elrod  
Phone: (561) 835-1008, ext. 4101  
Email: eelrod@bdb.org

## COFFEE TALK WITH THE PRESIDENT

**SEPTEMBER 27**

Free  
Conversation starts at 9:00 a.m.  
BDB's office  
310 Evernia Street  
West Palm Beach  
Seating is limited  
Contact: Emily Elrod  
Phone: (561) 835-1008, ext. 4101  
Email: eelrod@bdb.org

## UPPER LEVEL MEMBER BREAKFAST

(Reserved for Board of Advisor,  
Corporate and President's level members)

**OCTOBER 12**

Program begins at 8:00 a.m.  
Governors Club of the Palm Beaches  
Contact: Emily Elrod  
Phone: (561) 835-1008, ext. 4101  
Email: eelrod@bdb.org

## PACE/FIRST QUARTER LUNCHEON

**NOVEMBER 8**

Registration/Networking: 11 a.m. Program begins at Noon  
West Palm Beach Marriott  
\$40.00 for members  
\$60.00 for non-members  
\$400.000 for a table of 10  
Contact: Emily Elrod  
Phone: (561) 835-1008, ext. 4101  
Email: eelrod@bdb.org



Ed Iacobucci, president and CEO, Daylet from the Daylet Celebration Breakfast at the Boca Raton Marriott on May 25



Richard Ramko and Donn Szaro, both of Ernst & Young, at the Florida Life Science Summit on July 24

## THE BUSINESS DEVELOPMENT BOARD ANNUAL MEMBERSHIP DINNER, AUGUST 2006



Members of the Board of Directors: Back Row (L-R): Roger Amidon, general manager, Palm Beach Gardens Marriott; George Elmore, vice chair of the BDB board and president of Hardrives, Inc.; Thomas Lipin, Jupiter Medical Center; Brendan Lynch, corporate treasurer, Plastringe Insurance Agency; Roy Mouton, president & CEO, Kailan International Consultants, Inc.; Michael Sexton, president, Sexton Engineering Associates; Kathryn Schmidt, president & CEO, Workforce Alliance, Inc.; Tom Weber, president, Aquila Property Company, Inc. Bottom Row (L-R): Peter Applefield, president, Applefield/Waxman, Inc.; Valerie Larcombe, shareholder, Akerman Senterfitt; Steven McCraney, president, McCraney Property Company, Inc.; Tom Lynch, president, Plastringe Insurance Agency; Bud Osborne, treasurer of the BDB board and executive vice president, Mellon Bank; Kathy Trumbull, vice president and director of Palm Beach County and Multimedia, Sun Sentinel; Laura South, executive vice president, Moroso Motorsports Park; Kelly Smallridge, president, Business Development Board; Charles Rutherford, 2005-06 chairman of the BDB board and CEO of Rutherford Mulhall, PA.



Back row, left to right: George Elmore, 2006-2007 chairman, BDB board of directors; Charlie Rutherford, 2005-2006 chairman, BDB board of directors; Roy Mouton, director, BDB board of directors; Tom Weber, director at large, BDB board of directors; and Bud Osborne, 2005-2006 treasurer, BDB board of directors. Front row, left to right: Kathy Trumbull, director at large, BDB board of directors; and Kelly Smallridge, president, Business Development Board



George Elmore, incoming chairman of the BDB's board of directors receives the gavel from Charlie Rutherford, 2005-2006 chairman of the BDB's board.



Ken Kirby, president of TransDermal Technologies, receives the inaugural President's Award for his commitment and volunteerism on behalf of the BDB.



Greg Rice, emcee of the event



Guests enjoy Rachlin Colen & Holtz ice sculpture and complimentary Mojitos

All dinner photos courtesy of:  
David R. Randell Photographics