

THE PROSPECTOR

A QUARTERLY PUBLICATION OF THE BUSINESS DEVELOPMENT BOARD

WINTER 2001

CORNERSTONE OF QUALITY

Hedrick Brothers Construction Co.

PAGE 4

Business
Development
Board

PALM BEACH COUNTY'S BUSINESS RESOURCE



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PALM BEACH COUNTY'S BUSINESS RESOURCE

In This Issue



Departments

PAGE

BDB News

5

Members Say...

"Perfect Together!"
Applied Card Systems

10

Features

Small Business Capital and SBA Lending
First Union Bank

2

More Horsepower
BDB Establishes Equestrian Cluster

3

Cornerstone of Quality
Hedrick Brothers Construction Co.

4

A Vacation Cruise from Your Own Neighborhood
Palm Beach Princess

6

34 Years of Innovative Design
STH Architectural Group, Inc.

8

From Rock Mines to Reservoirs
Palm Beach Aggregates

9

The Arts are Good for Business
R. Wechsler Real Estate Investments

11

On the cover: Dale Hedrick of Hedrick Brothers Construction with bell tower at CityPlace.

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AN ENTERPRISE **FLORIDA** PARTNER

SMALL BUSINESSES CAPITAL AND SBA LENDING

First Union Bank

The recent slowdown in the economy has led to some of the lowest interest rates in history. Small business owners in need of financing can now take advantage of some of the best financing options available in decades. Unfortunately, lower interest rates don't always guarantee borrowers will be successful in finding financing.

During recessions, it's typical for banks and other conventional small business lenders to adopt more conservative credit and underwriting policies to reduce their risk. As a result, small business owners may find it harder to refinance existing debt and improve cash flow at a time when they need it the most. That is why thousands of them will turn to the SBA 7(a) program this year for financing solutions. Because the SBA guarantees a portion of the 7(a) loan, SBA lenders are often able to be more flexible with credit standards and assume more risk than a conventional lender. The sole mission of the SBA is to help the nation's 2.5 million small businesses succeed.

Specializing in small business lending, FUSBC has an expertise and track record that has earned the company independent credit authority as a designated SBA Preferred Lender in most states.

In fact, FUSBC has been named the number one volume lender of U.S. Small Business Administration government-guaranteed loans in all South Florida

counties. This includes Palm Beach, Brevard, Broward, Hillsborough, Miami-Dade, and Sarasota counties, as well as 18 others.



Valerie McDonald, First Union Business Banking Director

“Here in Palm Beach County, small business owners can turn to SBA lender First Union Small Business Capital (FUSBC) to help their business during the nation’s tough economic time. “

Figures from the U.S. SBA reported that FUSBC approved \$43.9 million in SBA-backed loans in the area for 2001. The report compared figures from all nationwide lending institutions that participate in the SBA's 7(a) guaranteed loan program in Florida. FUSBC also ranked second in loan volume for the entire state of Florida. “SBA loan programs can help thousands of Palm Beach County businesses grow and thrive,” said Valerie McDonald, First

Union National Bank's Business Banking Director for Palm Beach. “We are proud to play a leading role in such an important program - especially in our country's current economic climate.”

Small business owners who look to the SBA for financing solutions will be able to take advantage of special loan programs that allow them to retain working capital and maximize cash flow. The 7(a) loan program offers lower down payments than conventional loans and up to 25-year, fully amortized loans that result in lower monthly payments for the borrower. Proceeds from the 7(a) program may be used for commercial real estate, expansions, equipment purchases, working capital, inventory or business start-ups. Business owners find the 7(a) program especially helpful with the real estate needs of their growing companies. FUSBC also provides SBA 504 loans, conventional small business loans, and long-term construction financing.

First Union Small Business Capital (FUSBC) is a subsidiary of Wachovia Corporation, formed on Sept. 1, 2001 when First Union Corporation and Wachovia Corporation merged. It is the legal name under which the Money Store Investment Corp. does business in the state of Florida. For more information about obtaining a FUSBC small business loan in Palm Beach County, contact Valerie McDonald at (561) 838-5228. ■

MORE HORSEPOWER

BDB Establishes Equestrian Activities Department

An industry which brings major revenue, increased property values, low density development and open space, and at the same time attracts tourism and environmentally-friendly business to Palm Beach County is a winner – benefiting not only the County but its residents as well.

With that in mind, the Business Development Board of Palm Beach County (BDB) announces the addition of a new Equestrian Cluster to grow and retain this desirable industry. The equestrian industry provides linkage to agriculture, international business, sports, recreation, film, culture and domestic and international tourism that will provide additional areas of potential economic development for the County.

FIRSTS ARE NOT JUST FOR SHOW HORSES ...

Linda Wirtz, the first executive director of the Palm Beach County Equestrian Commission (PBCEC), has joined the BDB staff as vice president of the new Equestrian Activities department. The department will serve as the liaison and information resource for the County, government agencies, equestrian organizations and the general public, and will identify equestrian economic development projects to benefit the County. The PBCEC, established in 1999 as the direct result of an Equestrian Economic Summit held in Palm Beach County, was the first equestrian organization to use economic



more than 50 different business sectors. The industry is highly diverse, and supports an array of activities for both local residents and seasonal visitors. It combines the primarily rural activities of breeding, maintaining and training horses with opportunities for both local and international competitions in a variety of facilities located throughout the County. Opportunities for the retention and expansion of agriculture, manufacturing, service and retail businesses are many, and construction of equestrian properties is another major economic contributor.

The PBCEC will partner with the BDB to further develop this key industry.

development to demonstrate the importance of the industry.

Many are surprised to find that Florida ranks third nationwide behind California and Texas in economic impact from the equestrian industry. Palm Beach County holds a unique position in the worldwide equestrian field as the mecca of world-class show jumping, dressage and polo, which attracts the highest levels of international competitors and visitors.

An initial equestrian database developed earlier this year identified 1,100 businesses involved in the equestrian industry in Palm Beach County, covering

Says Wirtz, “Palm Beach County is an equestrian paradise. There is nowhere like it in the world. Now, we have an excellent opportunity for the equestrian industry and the business community to partner for the economic benefit of the entire County.” For more information, email: lwirtz@bdb.org ■



International competitors “O Star” and rider, Todd Mimikus

CORNERSTONE OF QUALITY

Hedrick Brothers Construction Co.

Palm Beach County's international hallmark is elegance, created in large part by the signature Mediterranean-style buildings that grace its coastal areas and waterways. Hedrick Brothers Construction Company has helped shape that landscape for almost four generations, and has blue-chip credentials that include more than 40 high-profile projects on

the island of Palm Beach, including the important NationsBank building and Bessemer Trust on Royal Palm Way. In the construction industry, Hedrick Brothers is a synonym for quality workmanship, attested to by hundreds of high-end custom residential, retail and commercial projects in Palm Beach and Martin counties and around the state.

"We enjoy a very deep sense of satisfaction when we look around and appreciate the mark our company has made on this community over the years," says president Dale Hedrick, a fourth generation general contractor whose grandfather and great uncle were charter members of the Florida East Coast Chapter of the Association of General Contractors of America. "And our traditions continue. At the CityPlace complex in West Palm Beach, we built the fountain structure in the main plaza and transformed the First United Methodist Church, built in the 1920s, into the magnificent Harriet Theater. We just completed construction on one of



Hedrick Brothers received the 2001 AGC Build Florida Award for the renovation of the Harriet Himmel Gilman Theatre at CityPlace.

the most beautiful salons and spas in Florida, Gianna Christine, at the CityPlace entrance."

In addition to some of the most important private homes in Palm Beach, the construction icon has a number of high-end retail projects under way around the state for retailers such as Tiffany's and Charles Jourdan. Each project is meticulously planned and executed to reflect the original vision in the finished product, and the result is literally the realization of the owner's dream.

Hedrick Brothers' reputation for quality extends to its approach with employees, which are regarded as an integral part of the Hedrick family. The company's place at the forefront of the South Florida construction community is solidified through the implementation of employee training and new technologies. The company recently completed a new corporate headquarters at Centrepark West in West Palm Beach. This 15,000-square-foot building features an 18-seat conference room equipped with voice

data and audio-visual equipment that is an ideal location for presentations and employee training – testament to the skilled craftsmanship of the company. On the wall are photos that reflect past and present, and how the company's projects have changed our landscape with each passing decade.

Hedrick Brothers has been a pillar of the

corporate community for more than 20 years and has received numerous accolades from the industry. This year, it was named the 2001 Outstanding Builder of the Year by the Palm Beach Chapter of the American Institute of Architects. This award recognizes quality work and an outstanding contribution to the architectural and building industry. It also received the prestigious 2001 Build Florida Award from the AGC-Florida East Coast Chapter for construction of a project of \$4 million or more, The Harriet Theater at CityPlace. And, Hedrick Brothers won the 2001 Craftsmanship of the Year Award from the AGC-Florida East Coast Chapter for the formwork carpentry of the CityPlace fountain.

"We pride ourselves in finished products that exceed our customer's expectations in quality and value," Dale Hedrick said. "Our interactive relationships with building owners, architects and our own family of employees lead to quality projects and, ultimately, generations of success." ■

BDB NEWS

HAPPY ANNIVERSARY BDB 1982-2002 - 20 Years of service

Did you know that 2002 marks the 20th year of service provided to Palm Beach County businesses on behalf of the BDB? The organization has grown from a staff of 3 and a budget of \$85,000 to a staff of 15, with a working budget of \$1.9 million. Over the past 20 years, the BDB has assisted more than 370 companies with relocations or expansions into Palm Beach County, creating over 33,780 primary jobs with a fiscal impact on the county in the billions of dollars! Because of BDB endeavors and the support of the County Commission, there have been significant changes in the business landscape of Palm Beach County. New businesses and industries are leaving indelible marks and corporate legacies in our County, and the BDB is clearly regarded as a leader in Florida's economic development. Thanks to each and every member who has helped to make this all possible. We look forward to 20 more years of successful development, with your support and involvement!

INTERNETCOAST HOSTS BUSH & GINGRICH

On October 5, **Governor Jeb Bush** addressed almost 1,000 participants of the InternetCoast at the **Boca Raton Resort and Club**.

The Governor outlined the state's commitment to improving the environment for IT-related businesses in Florida. "I'm proud of the reputation that



Larry Pelton, BDB President with Governor Bush at InternetCoast.

Florida has gained as a recognized IT leader," he stated. Florida ranks in the top five states in the number of high tech jobs created nationwide. The Governor's presentation was made possible through the sponsorship of **AT&T Business Services** and **Edwards & Angell, LLP**.

In coordination with the South Florida ITEC show, Newt Gingrich addressed the InternetCoast group at the Broward County Convention Center in November. Gingrich says he sees the InternetCoast intersection as key to President Bush's free trade initiative because of the area's proximity to Latin America. To get involved with the InternetCoast, register at www.internetcoast.com or email ksmallridge@bdb.org.



Greg Fagan, BDB Vice Chair and member of the InternetCoast Advisory Council, with Gingrich.

ANNUAL DINNER at RITZ

The BDB hosted 40 police and fire rescue honorees at its traditional Annual Dinner at the Ritz Carlton, in October. The event, sponsored by **Palm Beach Park of Commerce**, included a special tribute to our local heroes. **Sheriff Edward Bieluch** led the Pledge, and the Junior ROTC program from Lake Worth High School featured their Color Guard.

A new Board of Directors for 2001-02 was nominated. Executive Committee positions included: Chair-**Edward Sabin** of **Implant Innovations**, Vice Chair-**Gregory Fagan** of **Schaefer & Fagan Consulting Engineers**, Secretary-**Jeffrey Phipps** of **Phipps Group JMS**, Treasurer-**Kevin Audin** of **Pratt & Whitney**, Past Chair-**Phil Ward** of **Ward Damon Posner & Gilbert**, and **Roger Campbell** of **Applied Card Systems**, **Janet Craft** of **BellSouth Business Systems**, **Tom Lynch** with the



Commissioner Carol Roberts, Lt. Rick Roberts, Larry Pelton and Fire Rescue honoree at dinner.

Delray Beach Chamber and **Sidney Stubbs** representing the **Economic Council**. Outstanding member volunteers were also recognized: **Peter Applefield** of **Fischer-Gaeta-Cromwell-Applefield**, **Roger Campbell** of **Applied Card Systems**, **Sonia Cooper** of **BellSouth**, **Dennis Gallon** of **PBCC**, **Kathryn Schmidt** of **Oasis Group**, and **Andy Zerbock** of **Summit Global Partners**.



(L-R) Incoming Chair Ed Sabin, Past Chair Phil Ward, Larry Pelton and Roger Campbell.

3rd ANNUAL PACE LUNCHEON

The PACE Committee (People Available, Committed & Employed) of the BDB hosted its third annual luncheon in October at the **Sheraton West Palm Beach** at **CityPlace**.

Two students from the Lake Worth magnet programs shared their educational experiences and their workforce dreams with the audience of business members and more than 80 sponsored high school



Abby Casciato and Jennifer Baker, magnet school seniors with Larry Pelton at PACE luncheon.

students. Jennifer Baker is with the medical magnet, and Abby Casciato, a Jr. ROTC Cadet, has been accepted into the Naval Academy at Annapolis. A motivational address was given to the audience by **Rev. Leo F. Armbrust**. The very successful luncheon was sponsored by **Palm Beach County Workforce Development Board**.

continued on page 12

A VACATION CRUISE FROM YOUR OWN NEIGHBORHOOD

Palm Beach Princess

Peace and prosperity this New Year, from Palm Beach Princess! As a company, the Princess continually strives to meet the needs of its loyal customers, and takes time to listen to their ideas. Based on those ideas, beginning January 1, 2002, the Princess will sail twice daily from the Port of Palm Beach with a new schedule:

include cabins, a photo gallery, and a gift boutique featuring liquors, cigarettes, perfumes, jewelry and souvenir items.

Gastronomic Delights

Of all the ship's delights, the Palm

percent of the Port's annual operating revenues the last four years, making it the second most significant source of revenues. The company is one of the largest employers in Riviera Beach, employing nearly 300 individuals, with an annual payroll benefit in excess of \$7 million. More than 200 Florida vendors supply goods and services to the Princess at a value of \$11 million annually, and the Casino Line contributes more than \$1 million for federal and state excise, sales and other taxes.

The Princess also recognizes its responsibilities in a broader sense to the community. In 2001, substantial charitable contributions were made to benefit such organizations as the Florida Department of Children and Families, American Red Cross, American Cancer Society, Adam Walsh Children's Fund, Boy Scouts, Boys and Girls Clubs, Salvation Army and Veteran's Administration.

The Future

Palm Baeach Casino Line expects operations to prosper in the new cruise terminal facility at the Port. The company intends, through sales and marketing efforts, and in conjunction with local hotels, resorts, businesses and BDB members, to fully avail itself of opportunities for growth within regional residential and tourist populations throughout South Florida.

For information and reservations, call 1-800-841-7447 or visit the website at www.pbcasino.com. ■

Monday-Friday afternoon – 11:00 am-4:30 pm
Monday-Thursday evening – 6:30 pm-11:30 am
Friday & Saturday evenings – 6:00 pm-12:30 am
Saturday brunch cruise – 11:00 am-5:00 pm
Sunday brunch cruise – 11:00 am -5:00 pm
Sunday evening cruise – 6:00 pm-11:00 pm.

A Mini-Vacation

Palm Beach Princess offers 800 guests the opportunity to experience the thrills, relaxation and ambiance of a cruise ship, albeit for just a few hours. For one all-inclusive price, guests enjoy a gourmet buffet, live entertainment and casino gaming. The ship offers 400 of the latest slot machines and a full complement of table games: blackjack, roulette, craps, oasis stud poker, three card poker and Let It Ride. Special activities include deck games, poolside and kids activities, bingo, tarot readings, body massages and skeet shooting. Day and night, the Princess offers live entertainment in the lounge and the Lido Bar, an outdoor Caribbean-style venue. The discotheque offers dance entertainment, while a sports bar offers sports wagering and nine satellite televisions. Other amenities

Beach Princess gourmet buffet is perhaps it's most impressive feature. Themed nights are rotated. On Saturday and Sunday afternoon, the Princess offers a traditional brunch featuring a variety of breakfast & lunch items. For a nominal charge, guests may feast on A La Carte offerings. If you're still hungry, the Princess offers fresh deli sandwiches, pizza, hot dogs, hamburgers, pretzels and ice cream.

Community Benefactor

Palm Beach Princess was established at the Port of Palm Beach in 1997. The beneficial economic impact of the ship's operations on the County and the Port are substantial. Carrying approximately 250,000 passengers per year, the Princess generated 15-20

Palm Beach
PRINCESS
4/c
CLIENT
will supply

34 YEARS OF INNOVATIVE DESIGN

STH Architectural Group, Inc.

For 34 years, STH Architectural Group, Inc. has thrived by maintaining its focus on design integrity and client service. STH has earned an enviable reputation, and is Palm Beach County's largest architectural firm. A contributing factor in the firm's success has been its ability to nurture lasting relationships with members of the Business Development Board.

STH has always been closely tied to the community. The firm began here, and everything is done from its West Palm Beach office. Throughout the years the firm has grown to prominence, initially recognized for its innovative design of condominium towers and myriad office buildings, which dramatically affected the Palm Beach County skyline. The enduring success of STH is attributable to its business approach to architecture and dedicated customer service. The firm endeavors to understand clients' businesses, and designs structures that are not only aesthetically correct, but that work for its clients.

Through good and lean times, STH leadership has never wavered; Paul Twitty remains CEO, Bill Hanser continues to serve as president, and many associates have been with the firm for years. Employees now number 45, up from 33 just two years ago. STH continues to grow because of its diverse design capabilities, which include a healthy mix of public and private work. "Changing demographics and rapidly advancing technology have dictated dramatic changes in how we live and work, and our designs must accommodate these changes," said Paul Twitty. STH has experienced a



heightened demand for the design of religious facilities throughout the state. Completed projects include First Baptist Church Family Life Center, Berean Baptist Church and First Methodist Church, all in West Palm Beach. Educational facility design remains high on the list, including ongoing work for Palm Beach Atlantic College in downtown West Palm Beach, the Workforce Training Center at Palm Beach Community College in Lake Worth and, on the private side, The Benjamin School in North Palm Beach.

Prominent among public projects are the firm's design of the new Convention Center for Palm Beach County and its plan for the redevelopment of Lake Worth Beach, scheduled to go on the ballot in March of 2002. Still highly regarded for multi-family residential design, STH completed the design of a new condominium for WCI, now under construction on the former Channel 5 site on Flagler Drive.

In December, STH was awarded the Lake Worth Head Start and Senior Center, a 50,000 square foot project valued at about \$10 million. The firm was also commissioned to design the 200,000 square foot East Central Regional Government Center, at Vista Center off Okeechobee.

A Presidents level BDB member, STH values its involvement with the organization. CEO Paul Twitty, who serves on the Industrial Revenue Bond Task Force, says his relationships with other members has contributed significantly to the ongoing success of the firm. To help others utilize the BDB effectively, STH Marketing Director Alexandra Brown has assumed an active roll on the Membership Ambassador Committee, charged with developing mentoring and personal follow-up with new members, accompanying them to meetings and introducing them to fellow members.

Twitty pointed out, "Along with all BDB members, STH is interested in promoting Palm Beach County to new businesses and companies. We believe the opportunities are limitless; the future is bright." ■



FROM ROCK MINES TO RESERVOIRS

Palm Beach Aggregates

When Enrique Tomeu and his business partners bought the Palm Beach Aggregates rock mine in western Palm Beach County, they thought they were just getting into the aggregate mining and marketing business. Now, just 8 years later, not only do they operate one of the most efficient rock mines in the region - but they have created a unique business called “Hydro-Storage” that is working to protect south Florida from the ravages of drought while providing communities near its site with better stormwater protection.

How can a remote rock quarry meet all these needs? The answer is found in the unique geology at the mine, its strategic location, and the entrepreneurial spirit and corporate citizenship that guides this business.

Most people who live in south Florida are familiar with the massive Everglades restoration project that is currently underway. This project is designed to “re-plumb” south Florida’s 50-year old flood control system to make better use of rainwater for the benefit of people



In cooperation with Hydro-Storage, governmental agencies sponsored a study on the use of these tanks for water storage. This study concluded that these in-ground tanks are an effective way to store water while maintaining water quality.



Fossils from the ancient reef are a part of the unique hardened rock that forms a geological wonder that can hold billions of gallons of water.

and the environment. Today, excess rainwater from south Florida communities is channeled into a massive canal system and released into estuaries and the ocean. Even in times of drought, major rain events require these wasteful releases of rainwater. The idea behind the Everglades restoration plan is to capture much of this water and store it to help nourish the Everglades and meet the water needs of people in South Florida.

That’s where Hydro-Storage comes in. The aggregates mined by Palm Beach Aggregates are being extracted from the site of an ancient reef. It is a unique geological wonder, because the rock that is left behind after mining forms giant tanks that are virtually impervious to water. “This is one of the few places in Florida where you can dig a 50-foot hole in the ground and not hit water,” said Tomeu. “The mined tanks form virtual swimming pools for holding water - unlike most of Florida where the water would simply seep out.”

But it is not just the unique geology that makes the site ideal for water storage. It is located at a major crossroads of water

management canals, making it an extremely efficient site from which to transfer water in or out, depending upon the need at the time.

These tanks’ potential for water storage caught the attention of local governments and water managers, who conducted a study to determine if this idea would work. The Hydro-Storage tanks passed these tests with flying colors by successfully holding water while maintaining water quality. What has leaders most excited about Hydro-Storage is that upon build-out, it will be able to hold enough water to meet the residential needs of Palm Beach County for six months. Water stored at this site also benefits the environment, because it can greatly reduce reliance on water from already-parched ecosystems.

The Company is currently exploring ways that the benefits of Hydro-Storage can be brought on line to meet the needs of people and the environment. For more information on these exciting plans, you can visit the Hydro-Storage web site at www.hydro-storage.com. ■



Careful mining of aggregates provides excavation of deep in-ground water storage tanks.

"Perfect Together!"

Applied Card Systems

“Applied Card Systems and Palm Beach County have been perfect together, showing the right kinds of support for each other, and working effectively as a team,” said Roger Campbell, director at large with the BDB’s Executive Committee and Sr. VP with Applied Card. The company opened its Boca Raton site in September, 1997.

“Opening an operations center in Palm Beach County was a positive move for Applied Card. We were very happy with the County’s available office space, and with the pool of motivated and talented employees here. When we expanded to Boca Raton, the BDB was very helpful, and over the last two years I’ve been

able to get involved personally and make sure other companies have the same positive experience that Applied Card had. We are here for the long haul, with no plans for changes other than expansion, and the BDB brings true value to businesses operating in our local marketplace. I want to help make the BDB even better! That’s why I volunteered to chair a special subcommittee, dedicated to addressing the longer-term business needs of newly relocated companies.”



Roger Campbell

Applied Card knows that dedicated effort and quality performance are two actions that bring success. “We see it with our staff every day. If you add in the ability to leverage enhanced service delivery and provide developmental resources, you realize how the BDB serves Palm Beach County, and how proactive members can serve the BDB. I recommend that member companies become as active as possible with the organization to derive full value from BDB relationships. This creates the synergy that benefits all local business, and that will ultimately bring our market to the forefront of America’s free enterprise system.” ■

RCH Ad

PICK-UP LAST ISSUE

THE ARTS ARE GOOD FOR BUSINESS

R. Wechsler Real Estate Investments

When asked to talk about business, Robert Wechsler stops for a nanosecond, as if to change the subject, then describes where he thinks the post-September 11 economy really is, and how long recovery in 2002 (“a certainty”) will take. After less than the proverbial “New York minute” spent on his own company, R. Wechsler Real Estate Investments, the Manhattan native spins the subject again, segueing from the language of commercial real estate development to that of culture.

Wechsler is following his late father, who began the company’s Florida acquisitions a generation ago. He is actively managing company holdings, while watching out for “undervalued” opportunities that others may not see. Typical of his properties is a commercial strip in West Palm Beach, purchased by his father, which is now part of the gradual upscaling of South Dixie Highway. The property is also typical because Wechsler buys to keep rather than to resell.

A Columbia University architecture school graduate, Wechsler says there are causal, not just casual, connections between shopping center development and audience patterns for the arts, particularly in South Florida. Although not its owner, he notes that Plaza del Mar, the strip center across from Manalapan’s Ritz Carlton, is fed by Florida Stage, while benefiting Florida Stage through its retail and service traffic.

A frequent-flying, theater-and-museum-goer who is as interested in how shows are managed, marketed and presented as in what they contain, Wechsler’s natural (and nurtured) bent for observation and analysis led him to volunteer as a panelist for the Palm Beach County Cultural Council’s annual tourist

development cultural activities grant review process. Wechsler joined the Cultural Council’s board in 1999, in part because of a remark made over lunch in Boca Raton 10 years ago by a fellow New York-Palm Beach shuttle businessman serving on the arts council board, who said it was “the place to meet everyone.”

When asked today, Wechsler says there are three other reasons for his increasing involvement with Palm Beach County’s official agency for the arts, which makes



grants totaling \$3 million a year to area cultural groups. “First, to help make sure there is a strong cultural base here, which is good for business; second, to help make sure that cultural organizations we fund publicly are run in a businesslike way, which is good government; and three, just to help.” In Wechsler’s case, “just helping” means making contributions of money, time, and professional advice which, he says, actually make a difference to the community where he spends half his time. “Why else would I fly from New York for board meetings?” he asks rhetorically. “The economy will improve before my comfort with flying does.” ■

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consulting firm uniquely
suited to the high velocity
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3651 FAU Blvd., Suite 300, Boca Raton, FL 33431

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BDB NEWS

continued from page 5

UPPER LEVEL BREAKFAST

The first quarter upper level breakfast at the **Governor's Club** featured a special presentation from **Judy Dickinson**, of the **TYCO/ADT Championship**, a new Board of Advisor level member, with tickets to the LPGA Championship Tournament for all attendees.



TYCO/ADT Championship's Judy Dickinson with Gary Hines.



Karrie Webb with winning LPGA trophy.

The Tournament, held at Trump International Golf Club November 15-18, featured Aussie **Karrie Webb** with her third 2001 season win and 26th LPGA title. Webb is the first player to win the season-ending championship twice.

CLUSTER MEETINGS: PACE COMMITTEE

The PACE Committee met in October at **Junior Achievement's Exchange City**, a free enterprise model of a working city established to train fifth graders in the challenges of business ownership. Participants were treated to a campaign speech from the day's elected mayor, fifth grader Matt Bischof from Coral Ridge. Students from all over the County are prepped for workforce readiness by this valuable program, learning about taxes, payroll, business loans, and corporate and personal responsibility.



Mayor Matt Bischof (center) with other 5th grade business owners from Coral Ridge's Exchange Day.

MEDICAL & PHARMACEUTICAL

The Medical cluster met in November for a discussion on economic stimulus issues, and was joined by **Alberta Simmons** and **Bo Taff** of **Enterprise Florida**. They shared some of the Governor's state initiatives for the biotech industry statewide. Later in the month, cluster members attended Discovery Tech, an industry conference at the Four Seasons in Palm Beach. A highly respected line-up of industry leaders presented case studies in drug discovery, marketing strategies and a host of related subjects. The conference is slated to become an annual event, and the County hopes to host it again in the future.

TOURISM & ENTERTAINMENT

The BDB's Tourism cluster was hosted by the **Sheraton West Palm Beach at CityPlace** in November for a discussion and idea session on the impact to the tourism industry of the 9-11 tragedy. A subcommittee was formed to stimulate overnight stays and attraction visits via special offers for BDB members. The following hotels and attractions invite you, your families and your vendors/suppliers and business partners to patronize their businesses and take advantage of these great offers!

Colony Hotel: \$235/night Mon-Thurs.
Expires: March 31, '02 Code: FLA
Web: www.thecolonypalmbeach.com

Lots of Yachts/Lots of Spots:
Groups of 10-500 - \$60-\$100++.
Dinner cruise on private yacht in WPB.
Also, FREE destination and meeting planning services. Looking to outsource meetings in Palm Beach County.
Expires: Sept. 1, '02 Code: None
Web: www.lotsofyachts.com

PGA National: \$149/night per person.
Includes 2 rounds golf, breakfast and luxury accommodations. Code: X89
Expires: March 9, '02
Web: www.pga-resorts.com

Springhill Suites/TownPlace Suites:
15% off each night stay in Boca Raton.
Expires: Nov. 30 '02. Code: None
Phone: 561-994-2107 or 7232

Sunrise Travel: FREE First-Class Upgrade from Coach-Domestic and Intl. Limited Time. Code: None
Web: www.sunrise-travel.com

For more information or to participate in this members-only program, access www.bdb.org.

AEROSPACE & AVIATION

The cluster has been reactivated, and met for the first time in 2001 under the direction of two new co-chairs: **Randy Parsley** of **Pratt & Whitney**, and **Jeffrey Holtzman** of **BE Aerospace**.

Lane Baker, of **US Airways**, addressed the group on the state of the industry, and **Bo Taff** of **Enterprise Florida** shared information on the Governor's state initiatives for the Aviation industry.

REALTOR'S ROUND TABLE

Hal Friedman of **TrizecHahn** hosted the quarterly Realtor's Round Table on the 17th floor of the Esperante building in November. The group shared ideas on stimulating the economy to keep the County a prime business relocation marketplace. **Hans Vogler** with **S&K Investment Group** shared overviews of their available properties, and **Linda Kobold** introduced the management team from **Palm Beach Park of Commerce**.

MEMBERSHIP AMBASSADORS

The membership task force, renamed Membership Ambassador Committee, is gearing up for a busy campaign in 2002. The ambassadors will be taking a very active role in bringing new members to the BDB, and in facilitating member services and communications. You can meet the core Ambassador team at the January 24 luncheon at the Palm Beach Gardens Marriott.

SPACE ALLIANCE TECHNOLOGY OUTREACH PROGRAM (SATOP)

A number of BDB members joined the reactivation of the SATOP committee after its grant was renewed. The program helps companies with technology and manufacturing challenges by providing up to 40 hours of free technical assistance from engineers affiliated with NASA. SATOP participants share the program with companies who can benefit.



(L-R) Larry Pelton, BDB with Phil Ward and Kevin Audin, new chairs of the SATOP committee.

Kevin Audin of **Pratt & Whitney** and **Phil Ward**, of **Ward, Damon, Posner & Gilbert, P.A.**, are chairing the SATOP committee.

Inside Back
Cover

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Back Cover
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CENTER
4/c
P/U