

# THE PROSPECTOR

A QUARTERLY PUBLICATION OF THE BUSINESS DEVELOPMENT BOARD

FALL 2004

## 1919-2004

My Great-Great Aunt was a **moving man** and so is my wife

### ALLIED

### Brandon



*Brandon the very first moving company in Palm Beach County*

# A Letter to our Members *from Larry Pelton* *President of the Business Development Board*



As Palm Beach County, the Treasure Coast and the State of Florida recover from the unprecedented year of the hurricane, our community leaders never hesitated and began to work together immediately. The BDB and its members, local leaders, the

Palm Beach County Commissioners, as well as the State of Florida worked diligently to provide immediate and ongoing assistance to business owners as they began and continue to assess their damages and to work toward a speedy recovery. Local businesses stepped up to the plate when asked and many went above and beyond the norm to help fellow businesses and citizens in time of need. This county, as well as this state, has incredible fortitude and shows what a great state we really are.

On behalf of the Business Development Board, staff and the County, thank you for your tireless efforts. It is extremely heartening to hear amazing stories of recovery and assistance – Palm Beach County and all Floridians are rising to the challenge, showing once again that we are second to none in terms of resilience, entrepreneurial zest, and energy. In addition to your individual efforts, the BDB, the Palm Beach County Commissioners and our affected businesses and partners have been involved in extremely intensive recovery efforts, from conducting on-site damage assessments, facilitating SBA, FEMA and Bridge Loan processes to operating Business Assistance Centers and Hurricane Recovery Workshops.

To all those involved in these and other recovery efforts, – you may never know the final impacts of your efforts, but indeed, you are creating a legacy of strength and triumph over adversity.

Thankfully, despite the unprecedented hurricanes of late, economic development efforts are moving forward. We want to be sure you're in the loop, and request that you continue to keep us apprised of your activities.

As part of our overall public relations and strategic messaging, the Business Development Board, The County Commissioners and our partners have been vigorous in getting the word out with regard to business recovery and strength. We have found strong interest from the media in profiling "Success Stories" of businesses and organizations who've experienced and overcome difficulty, as well as sectors and businesses that carried on unfazed and unaffected. We are looking for positive stories from County businesses about how little disruption they experienced and the fast response time of local, state and federal partners, utilities and infrastructure companies, etc. We want to capitalize on these stories, and cultivate a positive Florida image through news features, interviews, PSAs and Op-Ed pieces. In addition, we'll post these stories on our Website for all to see. We want to reinforce the reality that Florida and Palm Beach County are functional, fully engaged and thoroughly open for business. It is our urgent request to you that you help us in collecting these stories.

Florida and Palm Beach County have so much to offer, going forward the BDB will do its part to educate the country to recognize and appreciate our county's strengths and to market this area to businesses around the world. We will continue to identify strategic economic goals, develop new sophisticated benchmarks and focus on the needs of Palm Beach County, while continuing to support and facilitate business transactions between our members to augment your economic growth and global competitiveness.

A handwritten signature in black ink, appearing to read "Larry Pelton". The signature is fluid and cursive, written in a professional style.

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The BDB offers special thanks to the many organizations who have been regular, continuous supporters of our mission through advertising dollars. Without you, we would not be able to produce this top quality *Prospector* newsletter, or the award-winning *Profile* magazine that showcases our county to businesses around the world!

- |   |                                    |
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# In SUMMER 2004 This Issue

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PALM BEACH COUNTY'S BUSINESS RESOURCE

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# My Great-Great Aunt was a moving man and so is my wife



By Keith Lewis, Allied Van Line Master Mover

*If* packing and loading a moving van describe a moving man, my Great-Great Aunt Mary and my wife, Janet, both qualify.

In the days of horse and buggies, when most women were home doing chores, Aunt Mary was out starting the very first moving company in Palm Beach County, Brandon Transfer and Storage Company. That was in 1919. In 1928, Mary -- and Brandon -- joined the leading moving and warehousemen in major cities as a charter member of Allied Van Lines. She operated out of a warehouse on Claremore Drive in West Palm Beach.

*(Cover photo, Mary Brandon worked along with her drivers and helpers)*

Mary was quite a pioneer – even in politics. Always politically active, she became the first woman to hold public office in Palm Beach County. Years later, a park was named in her honor. Mary ran Brandon Transfer for nearly thirty years, until it was purchased by my grandfather, Herbert A. Lewis.

Grandfather Lewis built the business and moved the operation to Tuxedo Avenue in 1951. A state-of-the-art



2900 Tuxedo Avenue in 1951



Keith Lewis and his father, Steve Lewis. Third and fourth generation of the family that founded Brandon Transfer and Storage Company

warehouse with a fur vault, wine storage and air conditioning was constructed to stand up to south Florida weather. Twenty-four hour security surveillance and sprinkler systems were installed to protect fine furnishings and artwork from Palm Beach finest homes.

We're still in the family business. My father, Steve Lewis, runs the operation, and Aunt Susan heads up administrative services. But these days, instead of horse and buggy, I operate a streamlined diesel tractor-trailer with state of the art computers and tracking devices on board. There's a living space behind the cab, and it's even equipped with a washer/dryer. My wife, Janet, makes a number of trips with me each year. Her name is proudly displayed on the side of the cab. It is just another



Janet is ready for a trip to San Diego



## moving man *continued*

extension of the Brandon family of experienced packers and movers who have each been with the company for an average of over fifteen years.

While household moving has been our foundation, we have developed some specialties to keep the crews busy all



*Morikami Museum  
8,000 Pound Buddha delivered and installed*



*No load too heavy at our own railroad siding*



*Business Development Board moves into 310 Evernia Street*

year. We relocate factories and industrial plants, provide rigging and crane service for the heaviest loads, and deliver hard to handle statues and artwork.

One of our unique services is provided by our medical equipment moving division. Hospitals all over the state contract with us to rig, move, and set up their live cat scans, MRIs, and gamma knife equipment. Once rigged into the building, these multi-million dollar pieces of equipment are placed on air skates and pushed effortlessly through hospital corridors.

## Brandon Rated "Excellent"

As a member of Allied Van Lines, Brandon has agents all over the world to assist with origin and destination services. I visit and work with these fine companies all over the United States and have first-hand experience that

***"Allied is the Nation's #1 Mover" and Brandon is rated by Allied's Gallup Survey as Excellent.***

Bob Kirschenbaum, who tells me he feels like a member of the Brandon family, is a third generation moving man, and heads up our Office Moving Division. Banks, doctors, lawyers, and contractors call on us regularly.

***"All moves are important to us and to our customers. One that stands out this year is the move of the Business Development Board to its beautiful new office."***

# EVENTS CALENDAR



## October

Thursday, October 28th at 8:00 am  
**1st Quarterly Upper Level Breakfast**  
*Member Benefit for Upper Level Members*  
Governors Club  
RSVP Dawn at [dghettie@bdb.org](mailto:dghettie@bdb.org)

## November

Wednesday, November 3rd 3:00 pm  
**Tourism/Entertainment Cluster**  
G-Star School of the Arts for Motion  
Pictures and Broadcasting  
RSVP Sharon at [sferris@bdb.org](mailto:sferris@bdb.org)

Tuesday, November 9 at 6:00 pm  
**BDB Member Reception at the**  
**Armory Art Center**  
View artwork from the Gallery Artists  
Exhibition. These pieces are by local  
professional artists who will be  
participating at the annual Artists Ball –  
"Get Painted" in January 05  
Please RSVP Dawn at [dghettie@bdb.org](mailto:dghettie@bdb.org)

Wednesday, November 10th at 9:00 am  
**Coffee Talk with the President**  
Member Benefit  
BDB Offices  
RSVP Dawn at [dghettie@bdb.org](mailto:dghettie@bdb.org)

## November

Thursday, November 18th -  
**Annual PACE Luncheon**  
11:00 am Networking - 12:00 pm Lunch  
West Palm Beach Marriott  
Guest Speaker, Howard Schnellenberger  
With emcee, Rob Lopicola, WPTV  
NEWSCHANNEL 5 Meteorologist

Tuesday, Nov 23rd at 9:00 am  
**Coffee Talk with the President**  
Member Benefit  
BDB Offices –  
RSVP Dawn at [dghettie@bdb.org](mailto:dghettie@bdb.org)

Please Note Date Change and RSVP  
Friday April 1, 2005  
**BDB Annual Dinner Dance**  
Black Tie  
Ritz Carlton Palm Beach  
Featuring Heat Wave  
*Details and to RSVP on web site Calendar*  
*of Events at [www.bdb.org](http://www.bdb.org)*

## At What Price Luxury?

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# Hurricane Frances & Jeanne Small Business Emergency Bridge Loan Program Becomes Available

**P**alm Beach County, in cooperation with the Business Development Board was pleased to announce that the Bridge Loan program became available to Palm Beach County on Tuesday, October 12th. The BDB organized a state-led training session for all participating lenders on Friday October 8. The BDB also created easy access to forms via [www.bdb.org](http://www.bdb.org) as well as all requirements to be eligible for the program.

This Bridge Loan is a short-term loan to provide temporary working capital to viable, established small businesses in Palm Beach County that have experienced adverse impacts as a result of Hurricane Frances and, as a result of the hurricane, are experiencing difficulty surviving or continuing business operation. The purpose of the program is to facilitate business survival and rapid restoration of business operations during the time between the storm and the receipt of other financing or financial assistance.

The state's emergency bridge loan program is designed to provide a source of expedient cash flow to businesses impacted by a major catastrophe, enabling them to quickly begin repairs, replace inventory, keep employees on the payroll, etc. The short-term loans are intended to bridge the gap between the time a major catastrophe hits, and when a business has secured other resources like sufficient profits from revived business, receipt of payments on insurance claims, secured longer-term loans to include U.S. Small Business Administration (SBA) disaster loans, to operate successfully.

Short-term loans of up to \$25,000 will be available to owners of small businesses. The interest-free loans come in terms of 90 day or 180 day maturities. To be eligible, a business owner must have been operational for one full year prior to the hurricane and have verifiable physical damage to their business.



## The Disaster Recovery Business Assistance Center Opened on September 17th

Palm Beach County, in cooperation with the Business Development Board, opened a Recovery Business Assistance Center as a special service for non-residential victims.

This center was opened on September 17 in addition to the other offices around the county. This center was for business only. Business owners applied for assistance and met representatives from the U.S. Small Business Administration (SBA), Fidelity Federal, Small Business Development Center, Business Loan Fund of Palm Beach County and Workforce Alliance at the BDB offices in downtown West Palm Beach. Representatives were at the BDB office everyday from 10am to 4pm.

The Business Assistance Center was used by many Palm Beach County business owners or principals.

The SBA provides loans with rates as low as 2.9 percent to businesses for uninsured losses. Loans are available for up to \$1.5 million for qualified business. Fidelity Federal SBA Lenders and US Small Business Administration representatives are on site to walk you through the application process.

Loans may cover damages for physical property as well as economic injury (losses due to business closure, etc.). If business owners need assistance completing their application, they may schedule an appointment with a counselor. A two page fact sheet on eligibility for SBA loans can be found at: <http://www.sba.gov/disasterarea2/Fact-Sht-FL-3620-Amended-090704.pdf>

Please visit the BDB web site at [www.bdb.org](http://www.bdb.org) for the latest information

### Other important information

Download forms for SBA loans, log onto [www.sba.gov](http://www.sba.gov) for information about disaster assistance in the form of low interest loans.

- <http://www.hurricanefrancesrelief.com>
- <http://www.eflorida.com/DisasterAssistance>

### Important Phone Numbers:

- U.S. Small Business Administration - 1-800-359-2227
- Emergency Information Line (FEIL): 1-800-342-3557
- FEMA Registration: 1-800-621-3362 TTY: 1-800-462-7585
- Unemployment Compensation Claims: 1-800-204-2418
- State of FL Dept. of Financial Services Hotline: 1-800-227-8676
- Volunteer and Donations Hotline: 1-800-FLHELP1
- Salvation Army Donation Hotline: 1-800-996-2769
- Medical Staffing Volunteers Requested: 1-850-488-0595 Press 3
- Department of Insurance: 1-800-227-8676
- Attorney General's Price Gouging Hotline: 1-800-646-0444
- Florida Power and Light Hotline: 1-800-4-OUTAGE
- Elder Services Hotline: 1-800-963-5337
- Agricultural and Consumer Services: 1-800-435-7352
- National Flood Insurance Program -  
General Questions: 800-427-4661  
Policy Inquiries: 800-638-6620  
Claims Information: 800-767-4341



# Improving Residents Lives - *Horizon Bay Senior Communities*



Horizon Bay's President and CEO, Thilo Best and Dean Dickmann, senior vice president of operations.

“We believe that it is our duty to improve the quality of every single life we touch.” The words come from Horizon Bay Senior Communities’ (Horizon Bay) identity declaration called Horizon Care. Horizon Bay is a national seniors housing operator that manages four retirement communities in Palm Beach County and 20 other retirement communities in the United States. Horizon Bay exemplifies quality of care in the seniors housing industry, and that is what sets it apart from the competition.

Shortly after moving its corporate headquarters from Chicago, Illinois to Tampa, Florida in 2002, Horizon Bay won the Governor’s Newcomer Award for its contributions to Florida’s job growth and corporate citizenship. Horizon Bay’s commitment to Florida and Palm Beach County has been undeniable since. In the past two years, the company has invested \$20 million in its Florida portfolio, with \$12 million in Palm Beach County—renovating Prosperity Oaks Retirement Community in Palm Beach Gardens and Newport Place Retirement Community in Boynton Beach; utilizing only Florida contractors. In addition, Horizon Bay also manages The Pointe at Newport Place in Boynton Beach and Heron’s Run in West Palm Beach. Horizon Bay prides itself on being the largest seniors housing operator headquartered in the state of Florida.

Horizon Bay’s President and CEO, Thilo Best, said the decision to relocate to Florida was simple. “We can be more attentive to our residents if we’re closer to them. A major part of our portfolio is here and we’re always looking for expansion and development opportunities in Florida.” Horizon Bay is proud to announce that Mr. Best has been named to Contemporary Long Term Care Magazine’s “Power and Influence Top 25 List for 2004.”

Since the beginning, the partnership between Horizon Bay and the Business Development Board has been mutually beneficial. “So much of the Business Development Board’s mission statement is synonymous with Horizon Care,” said Dean Dickmann, Horizon Bay’s senior vice president of operations. “With a focus on business and job growth, both Horizon Bay and the Business Development Board are committed to improving the economics and quality of life in Palm Beach County.

Horizon Bay’s retirement options in Palm Beach County make the decision to have a loved one move to a Horizon Bay retirement community easy. Horizon Bay offers “*Signature Services*” for its residents, which includes nationally recognized activities and exercise programs and wellness care. And Horizon Bay’s commitment to quality care for seniors will continue to enhance seniors’ quality of life throughout Florida.

Horizon Bay places a strong emphasis on hiring talented seniors housing professionals that understand customer service and financial management. The senior management team is comprised of individuals who have diverse backgrounds and collectively have over 100 years experience in the industry. These strengths allow Horizon Bay to provide quality healthcare and hospitality to its residents. Horizon Bay’s goal is nothing less than becoming the first truly professionally managed seniors housing operator in the United States.

# BDB NEWS



Tom Lynch of NABI Pharmaceuticals.

The BDB's **4th Quarterly Luncheon** was held at the Boca Raton Marriott on Thursday, September 23rd with over 250 members attending despite the approaching hurricane. Members were not disappointed in the most interesting and enlightening presentation given by our two speakers, Thomas McLain from **NABI Pharmaceuticals** and Robert Craven from **Garden of Life**.

At the luncheon the BDB was pleased to announce **ACS Industries, Inc.** headquartered in Woonsocket, Rhode Island, has purchased a 40,000 square foot industrial building in the Boynton Commercenter with plans to employ 150 people at its new Palm Beach County facility.

The BDB also announced the following individuals that have been approved by the membership to fill an at-large seat for a three year term:

**Ken Kahn – LRP Publications**  
**Dale Hedrick – Hedrick Brothers Construction Company**  
**Lee Fossett – Express Personnel**  
**Valerie Larcombe – Akerman Senterfitt**

In addition, the membership voted to renew three year terms for the following individuals:

**Harry Weede – Wachovia Bank**  
**Gaby Kressly – Management Consults**

We would like to thank:  
4th Quarterly Luncheon Sponsors:

**Nabi Biopharmaceuticals** - Grand Sponsor  
**Horizon Bay Senior Communities/Prosperity Oaks of Palm Beach Gardens** - Corporate Sponsor  
**A-1 Moving & Storage** - Supporting Sponsor  
**IronStone Bank** - Lobby Table Sponsor  
**Kevin Audin**, Pratt & Whitney, and past Chair of the 2003-2004 BDB Board of Directors, for serving as our event emcee for the past fiscal year.

## Special Hurricane Thanks!

We want to thank **Fidelity Federal Bank and Trust** and **Jay Shearouse** for their immediate help and assistance with SBA Disaster Loans at our office. In addition thank you to the **Workforce Alliance, Small Business Development Center** and **Palm Beach County Office of Small Business Assistance** for helping us staff our Hurricane Assistance Center and...



**Roger Amidon, Ian Black and staff of the Palm Beach Gardens Marriott** for coming to the rescue for many of our members in time of heat and frustration. Many members were without power, food and essentials and they went above and beyond to help whenever they could.



Ian Black from the Palm Beach Gardens Marriott and Mary Jorgensen from First National Bank and Trust.

# BDB NEWS



Tim Dougher, BDB Vice President of Development, attended the **Annual SATOP Orientation Workshop** on October 1, 2004 at NASA in Cocoa Beach. The BDB has contracted with NASA to offer this program again this year. SATOP (Space Alliance

Technology Outreach Program) is a FREE service designed to provide engineering assistance and speed the transfer of space technology to the private sector. The goal of SATOP is to help small businesses apply the technical expertise derived from the US Space Program. Your business can receive up to 40 hours of free "Technical Assistance" through the SATOP. It is our goal to provide resolutions in less than 90 days. SATOP has helped companies with machine design, process engineering, materials selection and many other technical issues.

If you have a technical issue or general questions, please contact Tim Dougher at [tdougher@bdb.org](mailto:tdougher@bdb.org).

## Date Change

Please note that the **BDB Annual Dinner Dance has been rescheduled** to Friday, **April 1st, 2005** to be held at the Ritz-Carlton Palm Beach. Dance to the music of Heat Wave!

Our thanks to the **Sun-Sentinel** for being our Grand Sponsor for that event. (Invitations will be mailed to all BDB member contacts the end of February).

*The Business Development Board is a private, not-for-profit corporation founded in 1982 as Palm Beach County's official 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 Economic Development Organization of Palm Beach County" and Enterprise Florida partner.*

## Annual BDB P.A.C.E. Luncheon

**"Preparing Students for the Workforce"**

**November 18, 2004**

West Palm Beach Marriott

Guest Speaker

**Howard Schnellenberger**

FAU Head Coach

Emcee

**Rob Lopicola**

WPTV NEWSCHANNEL 5

Meteorologist

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## Won't You Sponsor A Student?

Every year in an effort to reach out to High School students, the Business Development Board invites 100 young adults (selected by their Principal) to the **"Preparing Students for the Workforce"** Luncheon. Your company can give a student(s) the opportunity to learn about the P.A.C.E. initiative/internships and business through a sponsorship, which is the cost of their luncheon ticket.

Just contact the BDB or visit our web site [www.bdb.org](http://www.bdb.org) and go to events calendar, November 18, 2004.

Sponsor tickets for students are just \$35.

This is a great event for both student's and businesses attending. This year we are very excited to have Howard Schnellenberger, FAU Head Coach as our guest speaker and Rob Lopicola, WPTV News Channel 5 Meteorologist as our Emcee.

Guest Speaker, Howard Schnellenberger, has been part of four collegiate national championships. His 1983 Miami Hurricanes won that school's first title,

# BDB NEWS

defeating Nebraska in the 50th Anniversary Orange Bowl. He was offensive coordinator for Paul 'Bear' Bryant at Alabama, when the Crimson Tide won championships in 1961, 1964 and 1965. He is one of only 10 active collegiate head coaches who has won a national title. He learned his football tactics as a player for 'Bear' Bryant and Blanton Collier at the University of Kentucky. He served as an assistant to Bryant at Alabama and then moved on to pro ball as an assistant to George Allen (Rams) and Don Shula (Dolphins). He was head coach of the Baltimore Colts from 1973-74.

In addition, Schnellenberger has also been part of seven NFL playoff teams and was part of two Super Bowl championship staffs. He helped the 1972 Miami Dolphins to the NFL's only undefeated (17-0) season. He has recruited and/or coached such current and former pros as quarterbacks Jim Kelly, Bernie Kosar, Vinny Testaverde and stars such as Michael Irvin, Brian and Bennie Blades, offensive tackles Bruce Armstrong and Jerry Crafts. Three of his former assistants were on the staff of the Dallas Cowboys during their rise to consecutive Super Bowl titles.

His Miami teams defeated Virginia Tech and Nebraska in the Peach Bowl and Orange Bowl, respectively. At Louisville, he led the Cardinals to wins over Alabama (34-7) in the Fiesta Bowl and over Michigan State (18-7) in the Liberty Bowl. Overall, he has been part of nine bowl games.

At Miami, he took over the Miami program that was near extinction in 1979. He installed the pro-style attack with quarterback Jim Kelly and led Miami to an Orange Bowl bid and the national championship four years later. His teams lost only two home games in five years while laying the groundwork for a program that went on to win three more national titles.

At Florida Atlantic University, Schnellenberger resurrected two programs from virtual extinction. He joined the FAU staff in 1998 with an unheard-of opportunity; build a football team from scratch. Since then, he has raised more than 15 million dollars and hosted an FAU Football television show, a weekly radio show and has been a regular at luncheons and gatherings. In 1999 the Board of Regents approved FAU adding football. FAU played its first scrimmage in September 1, 2001. It only took two games for FAU to have its first upset, defeating the no. 22 ranked team in the country 31-28.

## **P.A.C.E. Committee**

*(People Available Committed Employed)*

Formed in 1998, P.A.C.E. is a Business Development Board committee comprised of private businesses and educational leaders who meet to develop programs that address the workforce concerns of Palm Beach County's industry clusters. The committee is chaired by Kathryn Schmidt of Workforce Alliance, Inc.



Our Sponsor, The Workforce Alliance, helps ensure Palm

Beach County's ability to compete in all economic markets well into the future. The Workforce Alliance mission is to help Palm Beach County businesses prosper by ensuring a competent, well-skilled workforce—from entry level to professionals. It is comprised of a broad cross-section of key business, education and community leaders. For more information on the Workforce Alliance, visit their web page <http://www.pbcworks.com> or the link on the BDB web site, [www.bdb.org](http://www.bdb.org)



# Palm Beach Park of Commerce

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