

THE PROSPECTOR

A QUARTERLY PUBLICATION OF THE BUSINESS DEVELOPMENT BOARD

WINTER 2004



A Letter to our Members

*from Larry Pelton
President of the Business Development Board*



What a difference a year makes! It has been an exhilarating and exhausting nine months filled with new opportunities. Palm Beach County has embarked on a

new venture that will do so much to enhance and strengthen our county's presence across the world. With the commitment of Scripps to locate here, our position in the Life Science industry is at the forefront of innovation and discovery. There is no limit to what can and will be discovered in our own back yard.

Scripps, by itself, is not the most significant event in Palm Beach County history, what can happen because of Scripps is. Virtually everything in Palm Beach County will be impacted by the Life Science cluster. The presence of the world-renown center will diversify our economy, provide high quality jobs and enhance our educational system

at all levels. Even before the BDB knew that the inquiries were coming from Scripps, the Governor had coded it "Project Air Conditioning" thinking this project could have that big an impact on the state. Experts have compared the impact of Scripps in Palm Beach County to the construction of Henry Flagler's railroad and the creation of the IBM PC.

Last year at this time, we made a commitment to educate the business community around the country to recognize and appreciate our county's strengths, what we have to offer and to forge ahead in attracting new business and industry. The biotech industry has given us a spring board to do just that and the BDB is committed, more than ever, to support and facilitate business transactions between our members, augmenting your economic growth within Palm Beach County and Southeast Florida. Our work has just begun. Welcome to the new century of discovery.

A handwritten signature in black ink, appearing to read "Larry Pelton". The signature is fluid and cursive, with a long horizontal stroke at the end.

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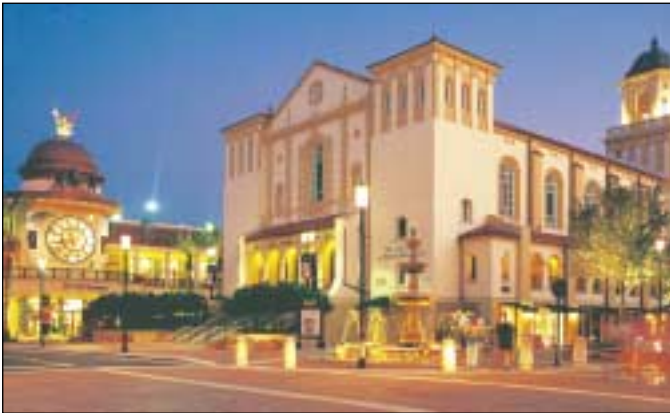
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On Cover: The team that transformed the BDB building. Rick and Karen Gonzalez of REG Architects and Dale Hedrick of Hedrick Brothers Construction.

Cover Photo: Michael Price Photography

Blue-chip Portfolio – Hedrick Brothers Construction

Last year, Hedrick Brothers Construction was hired to transform a dilapidated building on Evernia Street in the heart of Downtown West Palm Beach into its new role for the new century – the 7,000 square-foot corporate headquarters for the Business Development Board of Palm Beach County. The construction was complete in December 2003 marking the beginning of a new era for the BDB, which has recently gained statewide and national accolades for its role in bringing Scripps to Palm Beach County.



CityPlace in West Palm Beach.

With its 22-year history of serving the business community and the county to generate economic development, the BDB wanted its new offices to reflect its new level of leadership in the community.

“As the Business Development Board deepened its commitment to its new economic vision for Palm Beach County, it became apparent that we required a corporate location that could facilitate our fast-track plan for growth,” said Larry Pelton, president of the organization. “The dedicated team of professionals at Hedrick Brothers exceeded our expectations on every level, creating a state-of-the-art facility that communicates our new growth strategies and powerful vision for Palm Beach County’s future.”

Hedrick Brothers Construction was the natural choice to perform the extensive renovation work, bringing to the table a 25-year history and a blue-chip portfolio of quality construction projects that include important historic restorations like the Harriet Theater in CityPlace and the largest residential historic restoration in the county, located in

Palm Beach. In January, 2004, as the company celebrated its 25th Anniversary, it also began demolition work required to restore the 1916 Palm Beach County Courthouse, the seat of the county’s legislative and judicial history and the future

home of a museum dedicated to local history.

“Typically, historic restorations can be much more complex than new construction, since the project must be looked at from various angles,” said Dale Hedrick, president of Hedrick Brothers Construction. “On one hand, we must adhere to the architectural integrity of the building, while combining the latest in technology and conveniences to ensure it can accommodate and grow with the demands of a modern business. Additionally, the construction must be upgraded to meet the strictest building codes. The final result is an efficient, beautiful structure that will continue to be an historic icon Palm Beach County.”

For 25 years, Hedrick Brothers Construction has built a legacy of developing some of the most magnificent buildings and residences in South Florida. Its impressive portfolio includes over 100 high-end commercial, retail and residential projects throughout Palm Beach County, including over 40 projects on Palm Beach, where it has become the go-to choice for the island’s most discriminating retailers and home owners. Among its credentials are projects for Graff; Dior; Tiffany & Co; Polo Ralph Lauren; Bessemer Trust Company; Brown Brothers Harriman Co.; Sotheby’s International Realty; Bank of America; Morton’s of Chicago; the Railway Pavilion at the Flagler Museum in Palm Beach; and a 35,000-sq.-ft. private home that was featured in the March 2002 issue of *Architectural Digest*. Over the years, the company has earned numerous industry accolades for its quality craftsmanship, sophisticated project management processes and meticulous attention to detail; basic tenets that have governed the company’s success for the last 25 years and will continue to be the cornerstone of the company’s philosophy for years to come.



For The Good Of The Community – REG Architects, Inc.

REG Architects, Inc. was originally established with the forming of a father & son architectural team, Rick and Ricardo Gonzalez in 1988, with Ricardo retiring in early 2003. The firm has recently celebrated its 15th year at their downtown West Palm Beach location. REG has a team concept in place with Rick Gonzalez overseeing the firm's five departments: design, production, construction, operations/finance, and interiors.

The unique quality of design that REG offers can only be explained by the diversity of REG's employees, this includes an Architect from Peru, a Venezuelan CADD operator studying to be a General Contractor, an Interior Designer from Columbia, an engineer from Russia and our Vice President of Operations representing South Africa. Of course, we cannot forget that Rick was born in Cuba and Karen was born in Virginia. This diversity in culture creates an environment that makes REG an exciting and interesting place to work.

REG Architects enjoys a unique community relationship with the Palm Beach County area as a result of the firm's philosophy to pursue projects that are deemed as important for the good of the community. Projects such as Martin Luther King, Jr. Memorial Plaza in West Palm Beach were provided at a reduced cost through a significant donation of our services, indicating the firm's commitment to the community. This is the reputation of a firm that is concerned, invested and committed to its community and we have been rewarded with a positive reputation as a leader.

In the mid-80's Rick had a vision for downtown West Palm Beach. This place, he thought, was begging for New Urbanism – the architectural and planning concept of living, working and playing in the same environment. Today, Mr. Gonzalez has found a niche in doing new urbanism projects, as well as being an award winning architect for historic restoration projects such as The Harriet at CityPlace and Trump's Mar-A-Lago. His design standards have been used as examples for Palm Beach County's Architectural Guidelines and as case studies published by the Urban Land Institute. Rick has been appointed to the State of Florida Board of Architecture and



Ricardo Sr. and Rick Gonzalez on the steps of the Harriett Himmel Gilman Theater

Interior Design by Governor Jeb Bush for two consecutive terms. He serves on numerous boards, such as United Way of the Palm Beaches and the Economic Council of Palm Beach. He offers commitment to the profession through his vast community involvement.

The unique projects that come to REG are not accidental by any means. REG has always sought out unique and diverse project types, from community centers to churches to high end residences. REG prides itself in one-stop shopping. "Architecture and interior design go hand-in-hand – Why not?", says Karen Gonzalez, "two minds that envision a project together must see it through to the end." That philosophy of weaving architecture with interior design comes from the careful training that Rick has given Karen (after all he was her Architecture Professor at the

Community College!) and has enhanced the first-rate interior design services offered by REG Architects. The high quality of REG's professional services has resulted in the firm being nominated for, and or receiving, industry awards and recognition as a leader in our market, such as the Winner of the City of Delray Beach SPRAB, Excellence of Design Award for New Commercial Development for Fidelity Federal Bank.

REG Architects, Inc. is a dynamic, progressive architectural design firm, which has

enjoyed great success as a direct result of the talents, guidance and vision of its principals and the diversity of dedicated staff. It is a firm deeply rooted in its community. The firm endeavors to provide a pleasant, productive work environment for its

employees, using a "team work" approach that brings together all the employee's diverse talents into a final product which has been recognized as a quality, superior, leading product in the architectural field.



REG Interiors Assistant, Jackelin Rodriguez working with Karen Gonzalez.

EVENTS CALENDAR



April

Thursday, April 22 at 8:00 am
Upper Level Breakfast
Member Benefit for Upper Level Members
Governors Club
 RSVP Dawn dghettie@bdb.org

Tuesday, April 27 at 9:00 am
Coffee Talk with the President
Member Benefit
 BDB office. An informal meeting with the President. Limited to a group of nine.
 RSVP Dawn at dghettie@bdb.org

Wednesday, April 28
 Networking 11:00 am – Lunch 12:00 pm
3rd Quarterly Luncheon
 Guest Speaker: Charles Weissmann, MD PhD.
 Scripps Research Institute
Member Benefit

Palm Beach Gardens Marriott
 RSVP Dawn at dghettie@bdb.org

Thursday, April 29 at 9:30 am
Dale Carnegie Workshop
Member Benefit
Courtyard by Marriott
Communication: The World's Greatest Challenge

May

Monday, May 10
 Register at 7:30 am – Shotgun 8:30 am
BDB Golf Tournament
Member Benefit
Frenchman's Reserve
 RSVP Kelly at ksmallridge@bdb.org

Wednesday, May 12 at 9:00 am
Coffee Talk with the President
Member Benefit
 BDB office. An informal meeting with the President. Limited to a group of nine.
 RSVP Dawn at dghettie@bdb.org

Friday, May 14, 2004
Town Night at Roger Dean Stadium
 Game starts 7:05 pm
 Contact Dawn at dghettie@bdb.org

June

Thursday, June 3, 2004
South Florida Economic Summit Luncheon
 Networking 11:30 am – Lunch 12:00 pm

June

Regional Luncheon presented by the BDB in conjunction with the Beacon Council and the Broward Alliance with Governor Jeb Bush as Register Speaker
Member Benefit
 The Westin Diplomat in Hollywood, Florida
 Visit our web site for directions and map
 RSVP Dawn at dghettie@bdb.org

Tuesday, June 15 at 9:00 am
Coffee Talk with the President
Member Benefit
 BDB office. An informal meeting with the President. Limited to a group of nine.
 RSVP Dawn at dghettie@bdb.org

June

Thursday, June 17 at 7:30 am – Noon
Express Personnel Seminar
 The top 10 ways Employers Get Sued...And How To Avoid Them.
New England Tech/Florida Culinary Institute
 RSVP Dawn dghettie@bdb.org
FREE

Thursday, June 24
BDB Night at Florida Stage
 Hors d'oeuvres at 7:00 pm
 Curtain at 8:00 pm
 RSVP Dawn dghettie@bdb.org
FREE

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Not So New Bank In Town – Ameribank

Jim Sutton, Vice Chairman of Ameribank, recently announced the opening of Ameribank's first office in Palm Beach County. Located on the southwest corner of Northlake Boulevard and Military Trail in Palm Beach Gardens, the office features a full service branch, drive through lanes, ATM and offices for its Florida team.

"Palm Beach County provides us with a unique opportunity to grow Ameribank with an experienced management team in Florida" said Mr. Sutton. "Ameribank is a 100 year old financial institution that has loyally served businesses and individuals in southern West Virginia. We are excited to bring good old fashioned customer service to Palm Beach County through our new facilities in Florida."

Louis J. Dunham, President of Ameribank, echoed Mr. Sutton's comments. "Bringing Ameribank to Palm Beach County will create new opportunities for Ameribank customers in both Florida and West Virginia. Our team's expertise in commercial banking, commercial real estate and consumer lending will provide the company significant growth opportunities. Our entry into Florida led to the creation of many new products and services that will provide benefits to all of the communities we serve, including the ability to support larger and more complex credit requests". Mr. Dunham went on to say "we are relationship bankers, not order takers. Consequently, we make sure that we fully understand what a business is trying to do and propose structures that make sense for them."

Ameribank is a full service commercial bank that offers a consultative approach to lending. "Our business bankers have extensive experience in working with many different industries" said Steve Krystyniak, Vice President and Senior Loan Officer. "We have the local knowledge derived from years of Florida experience and the capability to look closely at what a business does and recommend loan and deposit structures that will meet the customer's needs. All of our decisions are made locally which speeds up the decision process."

Ameribank has a long history of serving its local communities. Mr. Dunham was recently appointed to serve as chairman for this year's Chocolate and Champaign Casino Night fundraiser for the American Diabetes Society. David Cogswell, Senior Vice President and Senior Operating Officer was recently appointed to the Endowment Committee for the Gulf Stream Council of the Boy Scouts of America.

"We believe that it is important to give back to the communities that support us," said Mr. Dunham. "Our team is active in a wide variety of organizations and we feel that this gives them a unique perspective on the Palm Beach County market."

"We are excited about the opportunity to help finance the incredible growth in South Florida," said Mr. Dunham. "In our opinion, there is not a market that can offer what Florida has to offer. And when the market is supported by an organization like the Business Development Board, the opportunities become endless." Mr. Dunham pointed to the recent announcement by Scripps Research Institute as just one example. "When a world class organization chooses Northern Palm Beach County as their new home, it becomes evident that we have chosen the right place to grow."

Ameribank hopes to leverage its membership in the BDB into opportunities to grow the bank. "We looked for ways to get our name out and felt that the BDB would be one of the better ways to accomplish this." Mr. Dunham went on to say "While our company is new in the market, our team's local experience and local knowledge will aid new companies as they expand in the South Florida market."

Ameribank was founded in 1906 in West Virginia, has a significant capital base and is looking for opportunities to expand in the South Florida market by opening new branches or acquiring existing banks. Ameribank opened its new office in Palm Beach Gardens, Florida on August 4, 2003 and has received a tremendous reception from the local community. They can be reached by calling (561) 799-2401 or visit www.ameribank.com.



Lou Dunham
President of Ameribank



David Cogswell
Senior Vice President and
Senior Operating Officer
of Ameribank



Steve Krystyniak
Vice President and
Senior Loan Officer
of Ameribank

For Easy Relocation – The Keyes Company

The Keyes Company has evolved into one of South Florida's leading providers of a "full spectrum" of relocation services. Focusing on personalized client services, Keyes is developing and implementing the latest technology and systems to support all the real estate mobility needs of individuals and companies.

"We've taken relocation to the next level. We can handle anything from moving a sole employee to relocating entire companies," says Mike Pappas, President of The Keyes Company. "Process flow and high touch are key to a successful relocation."

The Keyes Company with roots in South Florida since 1926, is building an Internet Superhighway of services to address every relocation need.

One of the most innovative Keyes services is the latest version of the relocation kit – typically handouts of maps, magazines and school brochures – all of this information is now web based and accessible through a FREE Keyes Relocation CD-ROM. Being web based ensures that the information is continuously updated providing transferring



employees with the most accurate information available.

Keyes technology continues to expand with a series of data mapping initiatives, including aerial mapping of every condominium from Jupiter to Homestead, as well as a host of other client-centric products and tools.

"The Keyes Relocation Division has a strong reputation for serving the mobility needs of corporate clients by doing what it takes to get the job done. As a Corporate Member of the Palm Beach Business Development Board, Keyes has paid particular attention to Palm Beach County and its ever-growing corporate real estate needs by providing corporate clients with top notch service," says Pappas.

Service is not just a word at Keyes 35 branch offices. The Keyes Company also provides clients with financing, closing services, homeowners warranty programs and more, through *HomePartners Universal Title*, a division of the Keyes Company.

For more information about the Keyes Company log on to www.keyes.com. If you would like information about housing, community or relocation services contact us at 800-749-5393 x214 or email patbutler@keyes.com.

BDB Highlights



Before & After



We made it! Thanks to the hard work and generous efforts of Hedrick Brothers Construction, REG Architects, Brandon Transfer and Storage and Corporate Express our build out and move was not only successful, but on time. As a professional team, REG and Hedrick Brothers took a class "C" building and turned it into our beautiful new headquarters. It was a testament to their professionalism. We began on November 7th and our target date to move in was January 1. While REG and Hedrick Brothers worked feverishly to meet the deadline, which included the holidays, Brandon Transfer and Storage came into our office and orchestrated our move effortlessly and smoothly as they have done with all 3 of our previous moves over the years. With great team work, we were up and running as promised on January 1 with no down time! The BDB staff is grateful to this team of professionals and wishes to thank everyone who made our new headquarters a first-class facility. Thanks to a great team: Rick Gonzalez, Karen Gonzalez, Fernando Nunez and Colin Price of REG Architects; Dale Hedrick, Bob Fox and Robert Gramer and staff at Hedrick Brothers Construction; Bob Kirschenbaum, Brandon Transfer and Storage; Sherry Ebanks and Fran O'Conner, Corporate Express. Thank you for your commitment and dedication to our organization.



BDB NEWS

Aviation/Aerospace/Engineering – The much anticipated Florida Aerospace 2004 Trade Show that was to take place at the new convention center in West Palm Beach in April 2004 was canceled at the last minute by Mack Brooks the exhibition originator. The BDB was notified by Kevin Tighe of Mack Brooks Exhibitions, Ltd., of their decision to postpone the event in late February. We regret this decision since the BDB and many of our members were eagerly anticipating participation. A letter was sent to Mack Brooks on behalf of our BDB members expressing disappointment at their unprofessional actions along with the expense and inconvenience caused by their last minute cancellation. The letter can be viewed online in our April issue of ePlus Newsletter.

BDB Equestrian Department – BDB 5th Annual Grand Prix Luncheon was hosted by Stadium Jumping, Inc. on March 4 at the Palm Beach Equestrian and Polo Club in Wellington. BDB members enjoyed a beautiful day and toured the grounds for an inside look at the Winter Equestrian Festival.

The Blue Ribbon Student Program 2004 has grown in its second year in a row to an overwhelming response. Linda Wirtz, VP Equestrian Activities coordinated the program and over 1,800 students applied to participate in this program. A special thanks to Gene Mische and Stadium Jumping for generously underwriting this program.

Bloomberg Radio recently interviewed Linda Wirtz, VP Equestrian Activities on the economic impact of the County's equestrian industry.

International Polo Club – Palm Beach (The new center of attention) held their grand opening on Sunday, January 4, 2004 and enjoying a grand season as well. John Goodman has secured polo's future in Palm Beach County with his vision. Rick Gonzalez, REG Architects are the architects for this new venue.



Life Science Cluster Group – The Medical / Pharmaceutical Cluster Group has changed its name to Life Science Cluster Group. The BDB has added a new section to its web page under Life Science Industry Information and Updates with continual new information on this evolving industry group. We are also sending out a bi-monthly Life Science newsletter with

specific updates and news on Scripps happenings. Please visit our front page www.bdb.org to read the latest on this growing industry.

Realtors Roundtable – The Business Development Board recently updated its Resource/Relocation Brochure. Thank you to the following member realtors who advertised in the 2004 Resource guide.

Applefield Waxman, Inc.; Coldwell Banker Relocation; Fischer-Gaeta-Cromwell, Inc.; The Keyes Company; NAI/Merin Hunter Codman; Parthenon Realty, LLC; Prudential Florida WCI Realty; Ram Realty Services; Reichel Realty & Investments, Inc.; S&K Worldwide Realty, Inc. and Stiles Corporation. If you would like a copy or have questions about the guide, please contact Tim Dougher at 561-835-1008/tdougher@bdb.org

Life Science Industry Updates

Dr. Weissmann Visits BDB Offices

Dr. Charles Weissmann, head of the Scripps Florida Department of Infectology, spent April 5-6 visiting the Business Development Board office and conducting interviews for new hires. Among Professor Weissmann's research interests that he will continue to investigate at Scripps Florida are the pathogens that cause malaria and tuberculosis, and such prion diseases (spongiform encephalopathies) as mad cow disease.

Dr. Weissmann will also serve as the keynote speaker for the Business Development Board's Luncheon on April 28 at 11 am at the Palm Beach Gardens Marriott. To reserve a seat, visit www.bdb.org.

Larry Pelton to Speak at BIO 2004

Larry Pelton, BDB President, has been invited to speak at the BIO 2004 3rd Annual International Convention in the heart of downtown San Francisco. The biotechnology industry will take center stage at BIO 2004 June 6-9th and Palm Beach County will be exhibiting as well. Our state EDO partner, Enterprise Florida has constructed a turn-key, island pavilion that will be 20' X 40' with 8 individual spaces. The BDB partnered with four members to share our booth. The Palm Beach County Convention and Visitors Bureau, TransDermal Technologies, Turner Construction and Bank of America.

The BIO 2004 Annual International Convention will provide an unparalleled forum for professional development, industry networking and business development. It is the largest gathering of biotechnology leaders in the world, attracting more than 15,000 biotechnology experts, and featuring over 150 sessions and over 1,200 exhibitors. It will be a great forum to

learn about emerging technologies, network at the many events, and showcase Palm Beach County to potential partners, investors and collaborators-all under one roof! Gary Hines, Senior VP of Business Development Board will be visiting with bio tech companies in the area that have expressed interest in Palm Beach County. Palm Beach County Commission Chair Karen Marcus is planning to attend and Gov. Jeb Bush has made a commitment to be there as well and will be hosting an invitation only reception during the convention. For information on attending please visit <http://www.bio.org/events/2004/>

Special Thanks to:

Sheila Swartz of Lots of Yachts/Lots of Spots for hosting our first BDB Holiday Party aboard the beautiful yacht Blue Moon. Fun, Food (prepared by Sheila) and a great time, not to mention a beautiful location! The film commission provided the original video taping of Jimmy Buffetts, "Its Five O'clock Somewhere" so it was a true tropical event.

Lots of Yachts/Lots of Spots, has been in Palm Beach County for the past two years, after twenty years in the meeting planning and event business in New York City. Lots of Yachts/Lots of Spots plans meeting and events worldwide -from New York to Palm Beach to Miami to the Greek Olympics, the Super bowl, the Caribbean and the Mediterranean. Check out their web site and newsletter at lotsofyachts.com/newsletter/news.htm

AmeriBank President, Lou Dunham, hosted The Business Development Board's combined cluster group Networking Mixer, at AMERIBANK in Palm Beach Gardens after work on Tuesday, February 3rd.



Frank Campiani, RSM McGladrey, Inc. and Steve Krystyniak, VP of AmeriBank

BDB Open House on February 18, 2004:

Mort Fishman of Logo Express and **Always Advertising** for supplying the black leather writing pads embossed with our logo; **Palm Beach Atlantic University** for supplying a great jazz trio to entertain BDB members during our celebration; Bob Kirschenbaum of **Brandon Transfer & Storage, Co.** for generously donating a lovely floral arrangement.

Colonial Bank and H. Loy Anderson, Jr., Chairman, Palm Beach County; Israel Velasco, President & CEO, South Florida Region; Chuck Hicks, President, Palm Beach County; Keith J. Raymond, Senior VP - Area Executive; Joy Alschuler Malakoff, Senior VP Marketing (Miami); Amy Rice, VP Marketing & Public Relations and Artists Brenda Kilgore and Joe Haick for honoring Larry L. Pelton and the Business Development Board for its 22 years of economic successes in Palm Beach County with the presentation of an original mural at a lovely reception on March 24 at the Colonial Bank in Jupiter.

The BDB 2nd Quarterly Luncheon held at the **Delray Beach Marriott on February 19** was a sold out event. Our distinguished panel of

speakers: Ben Morris, Vice President of Facilities Services, The Scripps Research Institute, Bevin Beaudet, Palm Beach County's Program Manager for the Scripps Project, and "Bo" Taff, Deputy Director for the Governor's Office of Tourism, Trade & Economic Development (OTTED) gave



Kevin Audin from Pratt & Whitney and BDB Chair with Sandra Woodridge of Prudential WCI Realty

an informative presentation and interesting open discussion. Special thanks to our generous sponsors:

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TIME IS RUNNING OUT

The BDB Membership Drive ends May 14th.

Don't miss out, join today!

Contact Paul Ramkissoon 561-835-1008 or online at www.bdb.org

Special thanks to our Volunteer Members, member Banks and Board of Directors for their continued efforts in this campaign.

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.



Palm Beach Park of Commerce

- Located on the Beeline Highway and Pratt-Whitney Road with easy access to I-95, the Florida Turnpike, Port of Palm Beach, Palm Beach International Airport and North County Municipal Airport
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