



Bright. Bold. Connected.™



CEO of Enterprise Florida and FL Secretary of Commerce Gray Swoope, EDC Chair Rhea Law, and EDC President & CEO Keith Norden at September's Joint Leadership Meeting

Roll call at the EDC's 3rd quarterly joint leadership meeting this year was impressive. More than 60 public and private Investors gathered for the September 9th meeting at the University Club. EDC Chair Rhea Law, CEO/Chair, Board of Directors, Fowler White Boggs, stated, "We have so much engagement here!" In one year, the EDC's governance group has grown from five to 65 active leaders.

Gray Swoope, Secretary of Commerce for the State of Florida and CEO, Enterprise Florida, addressed the joint meeting. Swoope emphasized the state is ready to partner with strong local development organizations like the EDC to ensure success. "We're ready. You tell us what to do," he said.

Corporate Presentations During the September 9th leadership meeting, members heard from two outstanding companies, Jerry Fowden, CEO of Cott Corporation (Board) and Mark Fernandez, SVP of Sales, Tampa Bay Rays (Executive Committee). Fowden, who is an active participant in the EDC's International Task Force, leads the world's largest retailer brand beverage company and spoke about Cott's presence in Tampa, inclusive of their headquarters and a bottling facility. Fernandez delivered a grand slam with his presentation on how the Tampa Bay Rays franchise is a home run for the Tampa area.

Those Wonderful Rays!

A special thank you goes out to the Rays organization from the EDC. They donated a banner, pictured here, that was displayed on national television during the final regular season games against the NY Yankees. What a terrific way to promote our community and EDC's website to the nation!



Reconnecting with the Big Apple

Tampa leadership visited the New York headquarters of some of Tampa's most important financial services firms including The Depository Trust & Clearing Corporation, PricewaterhouseCoopers and MetLife. The group also paid a visit to Bill Haines, CEO of the Bromley Companies and a valued founding Investor and Executive Committee member. An important highlight of this trip was having BOCC Chairman Al Higginbotham, Tampa Mayor Bob Buckhorn, EDC Chair Rhea Law and EDC President & CEO Keith Norden host ten of the nation's top site location consultants and brokers for a dinner meeting. Before leaving the city, EDC Chair Rhea Law was awarded the Gold Standard Certification at the Women in Empowerment Forum at the prestigious Yale Club. Congratulations, Rhea!



Tampa Fab Four in NYC: Keith Norden, Rhea Law, Tampa Mayor Bob Buckhorn, Hillsborough County Commission Chairman Al Higginbotham

l-r Manny Mencia, SVP & COO, EFI International Trade & Business Development, EDC President & CEO Keith Norden and Florida Secretary of Commerce Gray Swoope promoted Florida and the Tampa area while on a trade mission in London



EFI London Trade Mission In September, EDC President and CEO Keith Norden joined Enterprise Florida on a mission to London. The EDC presented to the entire Enterprise Florida International and European team and had the opportunity to meet with individual consultants. Tampa Hillsborough EDC sponsored a dinner for the International Offices of Enterprise Florida and participated in meetings with UK-based corporate decision makers. Additionally, Enterprise Florida hosted a Foreign Direct Investment reception in London at which two companies were identified by Mr. Norden as having an interest in the Greater Tampa area. A representative from one of the companies has already paid a visit to Tampa.



Soaring to new heights Tampa Hillsborough EDC's collaborative

efforts took flight over the summer. Thanks to Tampa International Airport, the EDC and Greater Tampa Chamber of Commerce joined TIA on a highly successful trip to Zurich, Switzerland. Beginning in May 2012, Edelweiss Air will add two weekly non-stop flights from TIA to Zurich.

Jobs The EDC also cleared the runway for more job expansion. Xcelience announced the expansion of its Tampa headquarters with 45 new contract research jobs. CareCentrix opened a second facility in Tampa making room for 152 new employees. Southern Graphic Systems rehired 40 when they acquired Photoengraving in Tampa's Enterprise Zone.



Keith Norden congratulates CareCentrix CEO Eric Reim at the company's recent ribbon-cutting



Rep. Kathy Castor and Jon Bayless, EDC Defense & Security Task Force Chair, RADM (Ret.), Sypris learned about the meeting and visited with the group at their September 28th meeting.

Special Visit The EDC's Defense and Security

Task Force held a day-long strategy seminar hosted by Saint Leo University to escalate ongoing efforts to attract, grow and retain more defense and security businesses to the Tampa Bay area. Congresswoman Kathy Castor, representing Florida's 11th District, with the group at their September 28th meeting.

Making Headlines! There's no question Hillsborough County and its three cities are "Open for Business." *The Tampa Tribune, Tampa Bay Business Journal* and *St. Petersburg Times* have published articles and editorials about the EDC's commitment to this area's prosperity. Featured successes include collaborative efforts to improve and clarify incentive programs and the approval process for corporate relocations and expansions. As a result, revised incentives programs are positioning our community to be more aggressive in courting targeted job creation. The EDC couldn't have made this progress without the support of its leadership and our elected officials. On September 23rd, the EDC expressed gratitude to its inaugural Executive Committee and Board of Directors with a full page ad in the *Tampa Bay Business Journal* saying thank you for a successful year.