

July 7, 2006

OrlandoEDC.com

In This Issue:

 [Print a Copy](#)

- [What's New](#)
- [EDC Events](#)
- [Community Events](#)
- [Community Establishment Announcements](#)
- [Contract Announcements/Completions](#)
- [Kudos and Company Announcements](#)

EDC Events

Jul 26 Seminole County Economic Development Update & Reception
5:30 - 7:00 p.m.
Orlando Marriott Lake Mary

Jul 27 EDC New Investor Reception
8:30 - 9:30 a.m.
EDC-Capital Plaza II, Downtown Orlando
RSVP: [Lisa McCormick](#)

What's New

Ruth's Chris Sizzles in Seminole County



Our region's newest home office operation, **Ruth's Chris Steak House**, broke ground last week on their flagship restaurant, which will be located in Lake Mary's Colonial Town Park. The restaurant, due to be completed by this Thanksgiving,

will serve as the training headquarters for the majority of the chain's upper level management.

Ruth's Chris is expanding in more ways than one in Central Florida. Since officially moving its home office here early this year, the company has initiated plans for purchase or construction of a new facility in **Seminole County**.

The story of how Ruth's Chris landed in Central Florida is compelling, and speaks volumes for the company's corporate culture, established by founder Ruth Fertel, to "treat others as we would want to be treated." In remarks during the groundbreaking ceremony, EDC President Ray Gilley reminded participants of that story in this way:

"Originally from the great city of New Orleans, last year, Ruth's Chris Steak House was devastated by Hurricane Katrina. But even with the extreme impact to their homes and business, the leaders at Ruth's Chris Steak House focused on their people first.

"They provided employees with a stipend to get back on their feet and guaranteed them a job at any Ruth's Chris Steak House in the country; not something just any company would have done under the circumstances.

"With their employees accounted for, it was time to focus on keeping the business up and running. It was then that they contacted the Metro Orlando EDC."

The rest, as they say, is history ... and our community is very proud to have this fine company now located in our region. Congratulations and best wishes to our new neighbors at Ruth's Chris Steak House.

A red banner advertisement for the William C. Schwartz 2006 Industry Innovation Awards. The text includes the Metro Orlando Economic Development Commission logo, the award name, a handwritten-style question "What's your company doing that's innovative?", and a list of qualities: "Pioneering products. Original solutions. Unique approaches. One-of-a-kind partnerships." A red button with white text says "CLICK HERE TO NOMINATE YOUR COMPANY."/>

Metro
Orlando
ECONOMIC
DEVELOPMENT
COMMISSION

William C. Schwartz 2006
Industry Innovation Awards

What's your company
doing that's innovative?

Pioneering products.
Original solutions.
Unique approaches.
One-of-a-kind partnerships.

CLICK HERE
TO NOMINATE
YOUR
COMPANY.

VISION
To create and sustain a prosperous
and diverse business community.

MISSION
In concert with our investors and partners,
the mission of the EDC is to build a diverse
economy capable of withstanding dramatic
shifts in the global marketplace and to
position Metro Orlando as the world's
premier business location.

RESULTS
Since 1977, EDC efforts have directly resulted
in more than \$7.3 billion in community
investment; 135,000 jobs created; and over
62 million square feet of office and industrial
space leased or constructed.

More Good News About Business in Metro Orlando

There is no better way to promote our region as a growing and thriving corporate center than through the successes of our local businesses. That's why the EDC's public relations team works to tell these success stories to media outlets worldwide.



Two such stories made national news this month.

For starters, an *Inc.* magazine cover story in the July 2006 issue, "How to start a business for (almost) nothing", profiles seven entrepreneurs who started their businesses with \$2000 or less. One of those entrepreneurs is Gary Haberland, founder of Winter Park-based Genicon. Haberland started his business, which makes and sells surgical tools for laparoscopy, in 1998 with \$1,000. In 2005, Genicon sales hit \$10 million. To read more, click [here](#).

Another media "hit" came in the June 2006 issue of *Business Facilities* magazine. That publication's feature story, titled "Former Military Bases: A Renaissance of Economic Renewal", profiles Orlando's **Baldwin Park** as "an award-winning development" evolving from the place where once over 650,000 naval recruits received basic training. To view the story, click [here](#).

Both of these media placements resulted from an initial "pitch" from the EDC.

Welcome!

Community support for economic development is reflected through the commitment of our investors. Updated monthly, the *EDC Investor Directory* is available on our website. To take a look, click [here](#).

The EDC welcomes the following Investors:

Policy Council:

- **J. Rolfe Davis Insurance**
Contact: F. David McKinney, 407.691.9600
Central Florida's leading independent insurance agency providing services and coverage in property and casualty, employee benefits, financial services and personal insurance. www.jrdavis.com

Ambassador Council:

- **Universal Orlando Resort**
Contact: Jan Stratton, 407.363.8000
www.universolorlando.com

Corporate:

- **Employer Services Outsourcing**
Contact: Bill Morgan, 407.244.3050
HR professionals. Uniquely qualified to help companies evaluate, select and deploy HR Outsourcing (HRO) solutions that help companies bring their business to fighting trim, while restructuring HR business processes to streamline administration and enhance service. Solving complex human resource problems for our clients many times, we understand the role of people, processes and technology in achieving world-class HR performance. www.esoutsourcing.com
- **PaeTec Communications, Inc.**
Contact: Brant Wensloff, 321.214.9410

Corporate Council:

- **Blue Cross Blue Shield of Florida**
Contact: Tony Jenkins, 407.833.7773
www.bcbsfl.com
- **Fifth Third Bank**
Contact: John Bultema, 407.999.3001
Operating 17 affiliates with over 1,100 full-service locations primarily in the Midwest and Florida, Fifth Third is located in these states: Ohio, Florida, Illinois, Indiana, Kentucky, Michigan, Pennsylvania, Tennessee and West Virginia. www.53.com
- **JCB Construction, Inc.**
Contact: Brian Butler, 407.425.9880
Provides comprehensive construction services both as construction managers and civil contractors; vast amount of construction management experience ranging from educational facilities, transportation and theme parks. Provides horizontal construction -- complete site development and roadwork for commercial, industrial and all governmental agencies. www.jcbcon.net
- **Orlando Business Journal**
Contact: Ann Sonntag, 407.649.8470
Weekly newspaper covering business news in Orange, Osceola, Seminole, Lake, Volusia and Brevard counties; an American City Business Journals publication read weekly by over 96,000.
www.bizjournals.com

www.paetec.com

- **Robson Woese, Inc.**

Contact: Timothy O'Connor, 716.636.1800
RobsonWoese, your partner in engineering, construction, program management and consulting services. www.robsonwoese.com

- **Toho Water Authority**

Contact: Brian Wheeler, 407.518.2251
www.tohowater.com

- **Ruth's Chris Steak House**

Contact: Craig Miller (407) 333-7440
Fine dining steakhouse. As founder Ruth Fertel used to say, "If you've ever had a filet this good, welcome back." www.ruthschris.com

- **Wilbur Smith & Associates**

Contact: Bill Brooks (407) 896-5851
Full-service global engineering, planning and economics firm in Orlando over 20 years; with 65 offices and clients in all 50 states and more than 117 countries; providing site, infrastructure, transportation and environmental consulting to public and private sectors, including industrial, office, commercial, residential, resort and institutional clients. www.wilbursmith.com

Community Events

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|---------------|---|---------------|---|
| Jul 13 | MACF: Tour Valencia's Electronics Engineering Tech Program
1:30 - 3:00 p.m.
VCC, Bldg. 9 (directions, click here)
Info/RSVP by July 10th: macfhq@aol.com | Aug 8 | City of Orlando Neighborhood Update
12:45 p.m.
Dover Shores Community Center,
1400 Gaston Foster Rd.
6:45 p.m.
Dr. J.R. Smith Neighborhood Center,
1723 Bruton Blvd.
Info: 407.246.9169 |
| Jul 19 | CEO to CEO Breakfast Forum
7:30 - 9:00 a.m.
Citrus Club
Speaker: Joe Wallace, Executive Director, Central Florida Research Park
Cost: \$15 Citrus Club members/EDC Investors;
\$22 guests
Info/RSVP: 407.843.1080 | Aug 9 | City of Orlando Neighborhood Update
1:45 p.m.
Beardall Senior Center,
800 S. Delaney Ave.
6:45 p.m.
Orlando Science Center, Founders Room,
777 E. Princeton St.
Info: 407.246.9169 |
| Jul 20 | NAIOP: New & Prospective Member Breakfast
7:30 - 9:00 a.m.
Citrus Club
Info: 407.774.0207 x103 | Aug 15 | City of Orlando Neighborhood Update
6:45 p.m.
Northlake Park Community School (Media Room),
9055 Northlake Parkway
Info: 407.246.9169 |
| Jul 20 | NAIOP: "Condo Craze: Where Do We Go From Here?"
11:30 a.m. - 1:00 p.m.
Embassy Suites Orlando Downtown
Cost: \$30 members; \$60 non-members
Info: 407.774.0207 x103 | Aug 17 | City of Orlando Neighborhood Update
6:45 p.m.
Rock Lake Community Center,
440 N. Tampa Ave.
Info: 407.246.9169 |
| Jul 21 | 4th Annual Seminole County Charity Golf Tournament - benefits the Good Samaritan Home of Sanford
5:30 p.m.
Mayfair Country Club, Sanford
Cost: \$35 to play; \$50 to play and eat dinner
Info: click here
Register by July 6: Jodi Doyle , 407.665.7369 | Aug 16 | CEO to CEO Breakfast Forum
7:30 - 9:00 a.m.
Citrus Club
Speaker: Jim Cross, CPA, Managing Partner,
Cross Fernandez Riley
Cost: \$15 Citrus Club members/EDC Investors;
\$22 guests
Info/RSVP: 407.843.1080 |
| Jul 26 | WORKFORCE CENTRAL FLORIDA: "Military Leave in a Nutshell"
7:45 - 9:00 a.m.
WORKFORCE CENTRAL FLORIDA
1097 Sand Pond Rd., Lake Mary
Info: www.WorkforceCentralflorida.com | Sep 2 | UCF Military Appreciation Day
Take part in a ticket donation program.

Companies interested in partnering with the UCF Athletic Association to honor our local service men and women email Matt Sayre or call |

Register: reservation@wcfla.com or 407.531.1222
x2045

407.227.5003.

**Aug 1 Disney/SBA National Entrepreneur Center:
Entrepreneur Fair**
1:00 - 8:00 p.m.
Info/RSVP: click [here](#) or www.floridanec.org

[Back to Top](#) ↗

Community Establishment Announcements

Grubb & Ellis|Commercial Florida: negotiated new lease for 9,348 square feet of industrial space in Orlando.
susan@larryvershel.com

NAI Realvest, Inc.: negotiated office-warehouse lease of 2,206 square feet at Goldenrod CommerCenter in east Orlando.
kristi@larryvershel.com; negotiated sub-lease agreement for 1,976 square feet of office/research space at the Central Florida Research Park in east Orlando. susan@larryvershel.com

Stirling Sotheby's International Realty: negotiated \$200,000 sale price for a .33-acre commercial tract in Apopka; negotiated \$755,000 sale price for a 4,452-square-foot medical office building off Maitland Blvd. that will be the new home for a pediatric practice. susan@larryvershel.com

[Back to Top](#) ↗

Contract Announcements/Completions

Foley & Lardner LLP: named Edmund T. Baxa Jr. chair of the firm's national pro bono initiative.
NathanDeVault@CostaDeVault.com

Geotechnical and Environmental Consultants, Inc.: providing geotechnical engineering services for the region's expanding infrastructure: I-95 widening in Brevard County for Florida Department of Transportation; **Orange County** NW Water Reclamation Facility Phase III Expansion, SR 500 in **Lake County**; and continuing geotechnical and materials testing services for the City of St. Cloud in **Osceola County**. cjwilliams@g-e-c.com

Tri-City Electrical Contractors, Inc.: underway on \$2.5 million of work at the luxurious new 18-story Star Tower Condominium in downtown Orlando. khc@crismktg.com

[Back to Top](#) ↗

Kudos and Company Announcements

Baker & Hostetler LLP: six attorneys listed among the "Florida Legal Elite" in the July issue of *Florida Trend* magazine: Denis L. Durkin, James V. Etscorn, Richard T. Fulton, Jerry R. Linscott, Patrick M. Muldowney, and Kevin W. Shaughnessy.
lmlee@bakerlaw.com

Family Services of Metro Orlando: celebrated over 50 adoptions in **Orange** and **Osceola** counties during the month of June, surpassing the goal set by the Department of Children and Families District Seven of 150 adoptions during the '05-'06 fiscal year. LKifer@fhnnet.com

Glating Jackson Kercher Anglin Lopez Rinehart, Inc.: moved up 51 spots to number 446 in *Engineering News-Record's* Top 500 Design Firms for 2006. DGaines@Glatting.com

Kissimmee Utility Authority: honored with three awards in APEX 2006: a Grand Award for *2005 Osceola Hurricane Handbook*, awards of excellence for both the electronic version of the *2005 Annual Report* and the publication's photography.
CGENT@kua.com

Orange County Public Schools: The Foundation elected its 2006-2007 executive committee and welcomed six new members to its board of directors. Melanie Fernandez - chairman of the board; executive committee officers include: LaBron Chance - past chair, Kevin Noonan - vice chair, Geri Evans - secretary, and Jay Galbraith- treasurer; members-at-large on the executive committee include: Sandra Enoch, Daryl Greenwood, Susan Kelley, Tyler Kirby, Ruth Z. Mustian, Jim Waters, Jim McIlrath, Rich Maladecki, and Tim Myers; new board members include: Kimberly Cornett, Alan Fidelo, Zofia Jurewicz, Martha Lopez-Anderson, Jackson Young and David Warren. jackiekelvington@yahoo.com

Sonny's Franchise: Monique Yeager, director of catering and community relations, selected as the 2006 "40 Under 40" Outstanding Female of the Year by the *Orlando Business Journal*. cschatz@sonnysbbq.com

Stirling Sotheby's International Realty: Danny Veal earned his GRI designation which is recognized nationwide as the standard for real estate professionalism and knowledge. susan@larryvershel.com

Back to Top ↩