



Brian Walters named EDC's new Executive Vice President, Innovation & Business Development. [Click here to learn more.](#)

Putting imagination to work®  
**ORLANDO**

## Local CEO Honored At White House

Orlando's own Waymon Armstrong, president and CEO of **Engineering & Computer Simulations, Inc. (ECS)**, was recognized by President Barack Obama as the *National Small Business Person of the Year* in Washington, D.C. this week. Armstrong received the top award given during the U.S. Small Business Administration's annual celebration of National Small Business Week on Thursday. He was then invited to the White House for additional recognition from the President.



Waymon Armstrong on the grounds of the White House.

"Waymon's commitment to his employees and to his business demonstrates the qualities that make small businesses such a powerful force for job creation in the American economy and in their local communities," said Karen Mills, Administrator of the U.S. Small Business Administration. "It's the same qualities that will lead us to economic recovery."

ECS is a software development and solutions company that uses cutting edge technology to help government and private clients prepare for natural disasters, medical emergencies, and times of war. Armstrong started the company in 1997 through the **University of Central Florida (UCF)** Incubation Program. Today ECS employs close to 50 and has been recognized for corporate growth and innovation by *Inc. 500*, *Deloitte Fast 500* and *Washington Technology Fast 50*, as well as receiving Florida's IT Florida award in 2008. CEO Armstrong was also recently named Florida's Small Business Person of the Year and was a finalist for *Ernst and Young's Entrepreneur of the Year Award* in 2007 and 2009.

Sincere congrats to Waymon Armstrong, who is also an involved and dedicated EDC supporter. Click [here](#) to hear him explain why he chooses to do business in Metro Orlando.

## "Survey Says!"

**City of Orlando** Commissioners voted unanimously this week to approve an economic development funding agreement between the City of Orlando and Wanderlust Productions, Inc., production company of record for *Family Feud!* City funding will be



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Contact Info: [Info@OrlandoEDC.com](mailto:Info@OrlandoEDC.com) p. 407.422.7159

## EDC Events

### Aug 26 EDC New Investor Reception

8:30 - 9:45 a.m.

EDC Offices - Capital Plaza II  
Downtown Orlando

RSVP: [Jacquelyn Pannell](#)



## Did You Know?

- Florida ranks among the top 10 U.S. states for entrepreneurial activity according to the *Kauffman Index*. [Read more >>](#)
- Just in time for Memorial Day, the Central Florida Veterans Memorial Park Foundation unveiled plans for a Veterans Memorial Park to be built at the Orlando VA Medical Center at **Lake Nona's** "Medical City". The memorial will honor approximately 1,100 Veterans from **Orange, Lake, Brevard, Osceola, Seminole** and Volusia counties who made the ultimate sacrifice and never returned. [Read more >>](#)
- The **City of Orlando's** Downtown Information Center, located at 201 S. Orange Avenue on the

matched by the **Orlando/Orange County Convention & Visitors Bureau**, making this the first ever joint program designed to attract a television show to Orlando. Through this agreement, *Family Feud* will bring the taping of 168 episodes of the popular game show, now starring Steve Harvey, to Universal Studios Orlando. The City/CVB agreement is based on a similar program the EDC's Metro Orlando Film & Entertainment Commission developed to lure multi-year television content to shoot at Universal.

## Film Professionals ...On Your Mark, Get Set, Apply!

The film industry nationwide is abuzz with news of the State of Florida's recently passed Film and Entertainment Incentive. Although Governor Crist's signature is required before the fund goes into effect on July 1, the Governor has already signaled his strong support.

To promote use and significance of this fund, the EDC's Metro Orlando Film & Entertainment Commission teamed with Women in Film & Television Florida (WIFT) to co-host a "Business of Entertainment" symposium this week at The Plaza Theater in downtown Orlando. The day-long event attracted close to 100 film and entertainment industry representatives.

The EDC's own Suzy Spang, vice president of entertainment and technology, served on a panel discussing the Florida tax incentive. Panel members agreed that this revamped incentive program is great news, allowing Florida to compete on a more level playing field with states offering higher incentives.

Click [here](#) to watch Suzy describe how the new incentive is a "game changer" for film and entertainment in the State of Florida.

## Incentive Program Materials Available Online

Florida Entertainment Industry Financial Incentive Program materials are now available at:  
<http://www.filminflorida.com/ifi/incentives.asp>.

For more information, a teleconference will be hosted by the Governor's Office of Film & Entertainment as follows:

### Incentive Teleconference Call Information

Date: June 2, 2010

Time: 1:00pm EST - 2:30pm EST

Call in number: 1.888.808.6959

Conference code: 4104765

The purpose of the call is to provide an overview of the program, point out differences from the previous program, provide information about the application process, and respond to pre-submitted questions.

High caller volume is anticipated. We recommend that you review online materials prior to the call and submit questions by close of business on Tuesday, June 1st via email to:  
[film.incentive@myflorida.com](mailto:film.incentive@myflorida.com).

**Note: Incentive applications will be accepted no earlier than**

corner of Orange Avenue and Church Street, offers two free tours that allow visitors and residents alike to explore the city's history and progress. The Skyline Tour offers a 360-degree aerial view of Downtown and the entire Central Florida horizon from the 16th floor of the Plaza Building. Information is also available to turn the free Lymmo Bus ride into a personally guided tour of the heart of Orlando's Downtown district. And coming soon is a tour of the new Dr. Philips Performing Arts Center.

The Downtown Information Center is open from 9 a.m. to 5 p.m., Monday through Friday. Contact Char at 407.254.4636/INFO to schedule a tour or for more information.

The Governor's 2010

BUSINESS DIVERSIFICATION AWARDS



Nominations are being accepted for the **2010 Governor's Business Diversification Awards**. This is a statewide program that recognizes Florida companies in emerging and high-technology industries for their contributions to Florida's economic diversification and growth. Nominations are due by June 25, 2010 at 5:00 p.m. [Learn More >>](#)



LEGISLATIVE  
UPDATE

## Applications Available: New Federal Medical Grant Program

The Obama administration recently announced the Qualifying Therapeutic Discovery Tax Credit, a new Federal grant/tax credit program for businesses with up to 250 employees aimed at improving health and reducing costs. Congress has appropriated \$1 billion for this initiative, in which businesses developing drugs, biologics, diagnostics, medical devices, and other products can receive up to \$5 million dollars in grants and tax credits. Specifically, businesses may receive funding for projects or investments that have a potential to result in new therapies or reduce healthcare costs.

The National Institutes of Health will review the applicants and take into consideration the project's potential to create and sustain quality, high-paying jobs and advance U.S. competitiveness in biological and medical sciences. First round applications will be made available by June 2.

For more information contact [Eric Ushkowitz](#), 407.422.7159 x241.

12:00 p.m. EST on Wednesday, June 9th.

**VISION**  
To champion a more prosperous  
and diverse economy.

**MISSION**  
To aggressively attract, retain and  
grow jobs for the Metro Orlando region.

**RESULTS**  
Since 1977, EDC efforts have directly  
resulted in over \$8.8 billion in capital  
investment; more than 161,000 jobs  
created; almost 76 million square feet of  
office and industrial space leased or  
constructed; and more than 2,500 film and  
television production projects.

## Community Events

- |                |  |                  |   |
|----------------|--|------------------|---|
| <b>Jun 2</b>   | <b>Orlando, Inc.: "Social Media Success Strategies"</b><br>8:00 a.m. - 10:45 a.m.<br><b>Orlando Shakespeare Theatre</b><br>812 E. Rollins St., Orlando 32803<br>Cost: \$30 in advance; \$40 day of event<br><b>Info/Register: click <a href="#">here</a></b><br><b>Info/RSVP: click <a href="#">here</a></b> | <b>Jun 16</b>    | <b>Fifth Third Bank Economic Outlook</b><br>8:00 - 9:30 a.m.<br>Grand Bohemian Hotel<br>325 S. Orange Ave., Orlando 32801<br><b>Info/RSVP by Jun 7: <a href="#">Natalie Francis</a>, 407.999.3053</b> |
| <b>Jun 3-4</b> | <b>FL Contractors CE Renewal</b><br>UCF University Tower<br>12201 Research Pkwy., 2nd floor, Orlando 32826<br><b>Info/Register: click <a href="#">here</a></b>   | <b>Jun 22</b>    | <b>City of Orlando District 6 Town Hall Meeting</b><br>6:00 p.m.<br>Orlando City Hall<br>400 S. Orange Ave., 2nd floor Council Chambers<br><b>Info: <a href="#">Cynthia Wilson</a></b>                |
| <b>Jun 11</b>  | <b><a href="#">OBJ: Healthcare Reform Power Breakfast</a></b><br>7:30 - 9:00 a.m.<br>Citrus Club, Downtown Orlando<br>Cost: \$40; \$450 corp. table of 10<br><b>Info/Register: click <a href="#">here</a>, <a href="#">Kelly DiCristina</a>, or 407.649.8470</b>   | <b>Jun 30-31</b> | <b>FL Contractors CE Renewal</b><br>UCF Business Incubator - St. Cloud<br>3201 Budinger Ave., St. Cloud 34769<br><b>Info/Register: click <a href="#">here</a></b>                                     |

### Rollins College Center for Management & Executive Education

**Info/Register: [qpeterston@rollins.edu](mailto:qpeterston@rollins.edu) or 407.628.6328**

- |               |   |               |  |
|---------------|---|---------------|--|
| <b>Jun 17</b> | <b>Managing Projects Without Projects Managing You!</b><br>8:30 a.m. - 4:30 p.m.<br>Cost: \$460<br><b>Info/Register: click <a href="#">here</a></b> | <b>Jun 22</b> | <b>Critical Thinking</b><br>8:30 a.m. - 12:30 p.m.<br>UCF Business Incubator-Orlando<br>3218 E. Colonial Dr., Orlando<br>Cost: \$195<br><b>Info/Register: click <a href="#">here</a></b> |
|---------------|---|---------------|--|

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## Company Establishment Announcements

**CB Richard Ellis:** sold three more multi-housing communities: Archstone, Orlando; Notting Hill and Residences at Villa Medici, Altamonte Springs. [Shelton.Granade@cbre.com](mailto:Shelton.Granade@cbre.com)

**Cushman & Wakefield of Florida, Inc.:** and Fisher Auction Company closed on bulk sale condominium auction for 165 units at The Vue at Lake Eola for \$25.9 million. [brook.hines@cushwake.com](mailto:brook.hines@cushwake.com)

**NAI Realvest:** negotiated leases: 1,410 square feet of office space at La Vina Office in southeast Orlando; expansion for 2,670 square feet in Lake Mary; 12,320 square feet of industrial space in South Orlando. [sheila@larryvershel.com](mailto:sheila@larryvershel.com)

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## Contract Announcements/Completions

**Placement Inc. (dba Source2):** new client engagement with Instructional Designers. [david@source2.ccsend.com](mailto:david@source2.ccsend.com)

**Tri-City Electrical Contractors, Inc.:** contracted with Brasfield & Gorrie, LLC for \$906,000 renovations at **Florida Hospital** Orlando's Pediatric Surgery Unit. [khc@crismktg.com](mailto:khc@crismktg.com)

**VOA Associates, Inc.:** served as designer-of-record under contract with McTech Corp. in the completion of: 17,500-square-foot administrative, command/control and training facility, Battalion and Brigade headquarters; 3,600-square-foot Unmanned Aerial Vehicle Maintenance facility; 16,057-square-foot administrative, command/control, and training facility, Military Police Battalion headquarters. [deschofield@sprintmail.com](mailto:deschofield@sprintmail.com)

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## Kudos and Company Announcements

**Akerman Senterfitt:** Land Use & Entitlements practice hosted Jeremy Newsum, Chairman of the Urban Land Institute, during his state-wide tour of Florida. [jason.bovis@akerman.com](mailto:jason.bovis@akerman.com)

**Bank of America:** accepting applications and nominations for "Local Hero Award" (\$5,000 given to 5 individuals, to be donated to non-profit of their choice) and the "Neighborhood Builders Award" (\$200,000 awarded to 2-two non-profits, plus Leadership Training). Submissions due Tuesday, June 1, [www.bankofamerica.com/neighborhoodexcellence](http://www.bankofamerica.com/neighborhoodexcellence); take advantage of the Museums on Us® program the first full weekend of every month (June 4 & 5) where Bank of America customers and clients get FREE general admission to more than 120 museums nationwide! You only need to present your Bank of America, Merrill Lynch or US Trust ATM, credit or check card along with a photo ID. Participating Central Florida museums include: Orlando Museum of Art and The Mennello Museum of American Art. [heather.larrimore@ustrust.com](mailto:heather.larrimore@ustrust.com)

**Grubb & Ellis|Commercial Florida:** Anne Deason-Spencer, Jay Dixon, Jerry Thornbury and Robert Kellogg named CoStar Power Broker; appointed Brandon Burluson an associate in Office Services Group. [sheila@larryvershel.com](mailto:sheila@larryvershel.com)

**NAI Realvest:** Principal Michael Heidrich named a CoStar Power Broker. [LVershelCo@aol.com](mailto:LVershelCo@aol.com)

**Nemours:** strategic brand building campaign received 11 awards in the 27th Annual Healthcare Advertising Awards. [jcady@nemours.org](mailto:jcady@nemours.org)

**Nodarse & Associates, Inc.:** hired Stephen Pearson as human resources director at Winter Park corporate headquarters. [luid@nodarse.com](mailto:luid@nodarse.com)

**Orange County Public Schools:** School Board Chairman Joie Cadle, Superintendent Ronald Blocker and Classroom Teachers Association President Michael Cahill signed Memorandum of Understanding for Florida's application for the second phase of the federal "Race to the Top" grant competition. [shari.bobinski@ocps.net](mailto:shari.bobinski@ocps.net)

**Rollins College - Crummer Graduate School of Business:** Ilan Alon released two new global business books: *Franchising Globally* and *A Guide to the Top 100 Companies in China*, World Scientific. [langsdorf@fusionpr.com](mailto:langsdorf@fusionpr.com)

**Roetzel & Andress:** hired W. Scott Callahan and Cory L. Taylor as partners in the real estate practice group. [msmith@jaffepr.com](mailto:msmith@jaffepr.com)

**Seminole County Public Schools:** Lake Mary High School unveiled school's new logo during annual Red/Gray Classic Football Game on May 21; Alex Horan, Lyman High, won **LYNX**-sponsored contest for high school for producing a colorful, creative bus design that conveys the role transit plays in a clean environment. [marlene\\_baranowski@scps.k12.fl.us](mailto:marlene_baranowski@scps.k12.fl.us)

**University of Central Florida:** Business Incubation Program named James M. Bowie site manager of new UCF Business Incubator in St. Cloud; selected Tony Waldrop as its new provost. [larry@larryvershel.com](mailto:larry@larryvershel.com)

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