The Port Everglades Association Presents The Sixth Annual Economic Engine Performance Report

March 28, 2014 – Broward County Convention Center Floridian Ballroom

Fort Lauderdale, Florida
What is the Economic Engine Performance Report?

Port Everglades Association is proud to present an up-to-date look at Broward County’s Economic Engines.

Leaders representing the key economic drivers in our community from Port Everglades, Fort Lauderdale/Hollywood International Airport, the Convention Center and Tourism Bureau will share their insights during this luncheon event.

We are delighted to confirm the return of featured presentations by Port Everglades Director Steve Cernak, County Aviation Director Kent George and CVB CEO Nicki Grossman.
Did You Know?

Port Everglades ranked as the top exporting Foreign Trade Zone for warehousing and distribution activity (in 2011), according to the Foreign Trade Zones Board’s 73rd annual report to Congress.

The Airport is ranked (as of 2011) as the 14th busiest international gateway in the entire United States.

The Greater Fort Lauderdale Convention & Visitors Bureau was named the 2013 "Tourist Office Of The Year" by the Southeast Tourism Society.
Economic Engine 2014

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*Port Everglades Association Members
Broward County Commissioner Barbara Sharief was born in South Florida, raised in Broward County and is a long time resident of District 8. In her personal life, Barbara is an active and energetic mother of three, an involved member of the PTA with a passion to enhance the quality of care for the elderly and children of Broward County.

Mayor Sharief has more than 16 years of experience in the specialized field of issues pertaining to medically complex children. Through this invaluable experience, Barbara was successful at creating and managing a variety of companies and has a strong success record for making non-profitable businesses profitable. In 2001, Barbara visualized and created what is now known as South Florida Pediatric Homecare Inc. “SFPH”.

Sharief graduated from North Miami Senior High School and immediately enrolled at Miami Dade Community College. She later graduated from Jackson Memorial Hospital School of Nursing and obtained an Associate of Science Degree in Nursing from Miami Dade Community College. She continued her educational pursuit and obtained a Bachelor of Science in Nursing, Masters of Science in Nursing and an Advanced Registered Nurse Practitioner Degree from Florida International University. Mayor Sharief is one of the youngest people to have passed the RN board exam in the State of Florida.

As a business owner and active parent, her commitment to her community led to public service. Prior to her election to the County Commission, Barbara proudly served as Vice-Mayor and City Commissioner of Miramar.

Barbara Sharief comes from a family of 10 with seven siblings. Her father was a self-employed clothes salesman and her mother assisted her father in the financial workings of his clothing company. Both parents have given her strong values, morals and ethical beliefs.

As a county commissioner, Barbara promotes job creation, economic development, tourism, neighborhood revitalization, education and quality care for the elderly and children.
STEVEN M. CERNAK, P.E., PPM
Chief Executive/Port Director
Port Everglades Department of Broward County

Steven Cernak was appointed as Chief Executive & Port Director for Port Everglades on March 5, 2012. He leads a self-supporting enterprise fund that generated more than $147 million in FY2013. The Port is the top container port in Florida, one of the three leading cruise ports in the world and South Florida’s main seaport for receiving petroleum products including gasoline, jet fuel and alternative fuels.

Cernak previously served as the Port Director and Chief Executive Officer for the Port of Galveston, TX, from 1999 until his selection for the top position at Port Everglades. In addition, he also served as President of the Galveston Port Facilities Corporation, a nonprofit corporation formed to promote redevelopment at the Port of Galveston and related entities, since May 2002. During this time period, the Port of Galveston’s revenues doubled and it became the top cruise home port in the Gulf of Mexico.

Among his notable accomplishments, Cernak initiated a proactive response to severe damage at the port from Hurricane Ike in 2008 so that cargo operations were able to resume in just eight days and cruise operations in 50 days. He also negotiated a Project Cooperation Agreement with the U.S. Army Corps of Engineers to deepen Galveston Channel and secured federal funding for maintenance and new construction dredging to complete the project. In the cruise sector, Cernak negotiated public/private development agreements with Royal Caribbean Cruise Line and Carnival Corporation to build two new cruise terminals.

Prior to moving to Texas, Cernak was the Manager of Port Development for The Port Authority of New York and New Jersey. He also held engineering positions with several private engineering consultancies in New Jersey. Cernak has a bachelor’s degree in Civil Engineering from Colorado State University and M.B.A. from Dowling College in Oakdale, NY. He is currently an active participant in the American Association of Port Authorities and has served on the Cruise Committee, Curriculum Committee, Harbors and Navigation Committee and has served on its Board of Directors.
Kent G. George assumed the position of Director of Aviation for Broward County in October 2007. He is responsible for the overall operation, planning and development of both Fort Lauderdale-Hollywood International Airport (FLL) and North Perry Airport (HWO).

Mr. George holds a master's degree in Business Administration (MBA) from St. Joseph’s University in Philadelphia, PA and an undergraduate degree in Aviation Management from Embry-Riddle Aeronautical University. He has been in the field of aviation since 1965 and in airport management since 1972. Additionally, Mr. George is a commercially licensed pilot, and is an Accredited Airport Executive (A.A.E.).

Prior to working at Broward County, Mr. George was the Executive Director/CEO for the Allegheny County Airport Authority from 1998 through 2007 and the Aviation Director at the Quad City International Airport from 1989 through 1998. Prior to those assignments, he was the Executive Director at the Reading Regional Airport in Reading, PA and worked at Western Airlines in Los Angeles, CA; Natrona County International Airport in Casper, WY and Harrisburg International Airport in Harrisburg, PA.

Mr. George has been involved extensively in national and international matters. He was President of the American Association of Airport Executives (AAAE) in 1990, Chairman of the Airports Council International–NA in 2005, and sat on the World Board of Directors of the Airports Council International from 2004 through 2011. Mr. George was recently named Airport Revenue News’ 2012 Director of the Year, Large Airports Category.
Nicki E. Grossman was named president of the Greater Fort Lauderdale Convention & Visitors Bureau in 1995. Ms. Grossman's responsibilities include the administration of the Greater Fort Lauderdale Convention & Visitors Bureau and the sales, marketing, promotion, advertising, and publicity arm of Broward County's convention and tourism efforts.

The hospitality industry is Broward County's largest, employing more than 141,647 and generating more than $10 billion in economic impact by 13.1 million visitors in 2013. The Greater Fort Lauderdale Convention & Visitors Bureau is financed by a dedicated "tourist development tax" collected by all hotels, motels and inns in Broward County.

Ms. Grossman was elected to the Hollywood, Florida City Commission in 1978 and elected to the Broward County Commission in 1982, serving twice as that body's chair during her decade in office. She has served as Chair of the Broward Tourist Development Council and serves on the Board of Directors for the South Florida Super Bowl Host Committee.

In 2009, she was appointed to serve on the Federal Reserve Bank of Atlanta's Travel and Tourism Advisory Council. She serves on the Florida Commission on Tourism, where she was elected 2007-2008 Chair for VISIT FLORIDA, the state's tourism marketing organization. She serves on the American Coastal Coalition Board of Directors.

In 2007, Grossman was inducted into the VISIT FLORIDA Tourism Hall of Fame. Ms. Grossman was named Top 25 Most Influential People in the Meetings Industry by Meeting News. She was also named one of the 100 Most Powerful Women in Tourism by Travel Agent and named one of the Top 25 Marketing Minds by the Hospitality Sales and Marketing Association International (HSMAI).

Nicki E. Grossman was born and raised in Miami Beach. She is married to Circuit Court Judge Mel Grossman and is the mother of three daughters and "nana" to eight grandchildren.
Be a part of the Port Everglades Association (PEA)

The Association's activities include:

EDUCATING Association members about Port business and proposed or recent changes in Federal policies and procedures.

COMMUNICATING with Association members on issues regarding maritime and Port operations, County developments, environmental issues and their impacts on the port and on our members' businesses.

ADVOCATING support for federal, state and local beneficial legislation and assisting members with facilitation services for those who have problems with the Port or need other assistance.

COORDINATING with Port-related government agencies and programs to promote Port business and our member businesses.

Benefits of membership include:

INFORMATION – gain first-hand knowledge of ideas and plans which affect Port Everglades and Port businesses at the city, county, state and federal levels.

COOPERATIVE EFFORTS – unique opportunities to meet and work with members of Port Everglades staff, Broward County Commissioners, Florida state legislators and U.S. Congresspersons and Senators.

NETWORKING & MARKETING – access to senior executives of major companies which conduct business in and around Port Everglades, including representatives of many Federal agencies, such as the US Coast Guard, US Customs and Border Protection, and the Department of Agriculture.

ONLINE PORTAL – members gain access to the Port Everglades Association’s online Portal, with a member contact list, message board, events calendar and document repository.

WEEKLY UPDATES ON PORT ACTIVITIES – via email newsletter.

MONTHLY BUSINESS LUNCHEON MEETINGS – held at Lauderdale Yacht Club, with opportunities to promote your firm and receive special recognition as a pre-luncheon reception sponsor. Join us! Get involved in the business association at the fastest-growing seaport on the Eastern Seaboard.

ANNUAL SEAPORT GOLF TOURNAMENT – held at Plantation Preserve Golf Course every October.
Economic Engine 2014

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Sign me up for the 2014 Economic Engine Performance Report Event!

**$1,000 Sponsor**
- A Luncheon table for ten in a prime location
- Company name and logo on invitations, programs, event marketing materials, and table signage
- Recognition during the event and a Commemorative Event Item
- Ad placement on PEA’s website with a hyperlink to your company website

**$600 Table Host**
- A Luncheon table for ten
- Company name and logo Table signage
- Deadline is March 7th

**$65 Single Ticket**
- One single access pass to the event and Luncheon
- Deadline is March 14th

Please provide your contact information so we can reach you to complete your registration:

Name: _____________________________  Phone: _____________________________

Company: __________________________  Email: _____________________________

Please email this form to peassn@portbiz.org or fax to 954-467-5418, or simply register on our website: www.portbiz.org