

# Gainesville Council for Economic Outreach



*Naylor Publications, Inc.*



*Dollar General*

## 2000 Annual Report

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*10th Anniversary Edition*



## 2000 CEO EXECUTIVE COMMITTEE



William D. Olinger, III  
Chairman



Winfred M. Phillips  
Vice Chairman



Eric B. Kraft  
Chairman Elect



Patricia J. Polopolus  
Secretary/Treasurer



Carol A. Villemaire



Dr. J. Richard Gaintner



Charles I. Holden



Michael L. Kurtz



Rafael E. Bustillo



Deborah J. Butler



T. Joseph Fisher

## 2000 ALLIANCE BOARD OF GOVERNORS

Phil Ankrin  
DDS.

Judy Boles  
BellSouth

Carol Bosshardt  
Bosshardt Realty

Jack Bovay  
Austin & Bovay Chartered

Leveda Brown  
Consultant

Rafael Bustillo  
Compass Bank

Deborah Butler  
Butler Enterprises, Inc.

John Carlson  
PPI, Inc.

Thomas Coward  
Thomas Coward Realty

Roland Daniels  
Saturn of Gainesville

Bruce DeLaney  
University of Florida Foundation

Pete Enwall  
Peter C.K. Enwall

Joe Fisher  
Moltech Power Systems

Dr. Richard Gaintner  
Shands HealthCare

Sam Goforth  
First Union National Bank

Fred Henderson  
Henderson Land Trust

Chic Holden  
Holden, Rappenecker, Eubank & Mills

Bob Hudson  
AvMed Health Plan

Becky Hunt  
Residence Inn by Marriott

Jim Islam  
Florida Food Service

Julie Johnson  
American Accounting & Tax Co., P.A.

Emerson King  
Merrill Lynch

Kirk Klein  
Koss-Olinger Financial Group

Eric Kraft  
Kraft Motorcar Company

Mike Kurtz  
Gainesville Regional Utilities

Patsy Lindamood  
1st Credit Union of Gainesville

Dick Mahaffey  
SunTrust Bank

Jim Marsh  
SouthTrust Bank

Linda McGurn  
McGurn Investment Co.

David Miller  
Brice Business Group

Donnie Odum  
Farm Bureau Insurance

Dr. Jack Ohanian  
University of Florida

Bill Olinger  
Koss-Olinger Financial Group

Chuck Perry  
Charles Perry Construction

Dr. Bill Petty  
Exactech, Inc.

Dr. Win Phillips  
University of Florida

Katherine Pierce  
Environmental Consulting &  
Technology, Inc.

Pat Polopolus  
ERA Trend Realty of Gainesville

Ed Poppell  
University of Florida

Michelle Premo  
Nationwide Insurance

James Quincey  
Clayton, Johnston, Quincey, Ireland,  
Felder, Gadd & Roundtree P.A.

Don Robertson  
Gainesville Raceway

Brian Robinson  
North Florida Regional Medical Ctr

Tom Robinson  
Robinshore, Inc.

Bob Rowe  
Haile Plantation

Dr. Sheldon Schuster  
Biotechnology Development Institute

Larry Scott  
Campus USA Credit Union

Melanie Shore  
SunTrust Bank

Jim Simans  
Rubicon Insurance Company

Jim Skiles  
HRH/Howard Hall Agency

Kevin Smith  
U.S. Cellular

Marilyn Tubb  
Shands HealthCare

Carol Villemaire  
James Moore & Company

Mark Walker  
Florida Bank of Alachua County

Andy Williams  
Millennium Bank

Patricia Woodard  
AvMed Health Plan

Guy York  
Santa Fe Community College

### CEO STAFF

Melanie J. Ferreira  
Business Development Manager

Marco J. Oliveri  
Vice President

Robert J. Rohrlack, Jr., CED  
President & CEO  
Alliance for Economic Development

Heidi K. Walsh  
Membership & Marketing Assistant



**CEO-ASSISTED COMPANIES 1990-2000**



Dollar General Corporation



NORDSTROM

**J. WAYNE REITZ CEO LEADERSHIP  
AWARD HONOREES 1994-1999**



Bill Koss  
1994



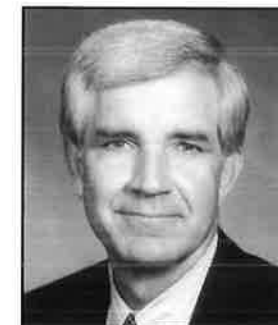
Win Phillips  
1995



Mark Walker  
1996



John Fitzwater  
1997



Larry Tyree  
1998



Leveda Brown  
1999

**CEO CORPORATE CITIZEN  
OF THE YEAR AWARD HONOREES  
1998-1999**





**GAINESVILLE COUNCIL FOR  
ECONOMIC OUTREACH  
CHAIRMEN 1991-1999**



**Howard Hodor**  
1991-93



**Jim Sproull**  
1993-94



**Bill Koss**  
1994-95



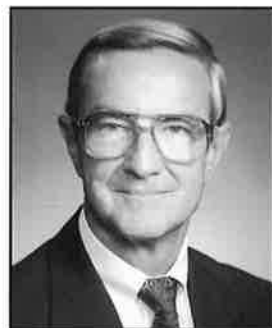
**Tom Starr**  
1995



**Judy Boles**  
1996



**Mark Walker**  
1997



**C.B. Daniel**  
1998



**Carol Villemaire**  
1999

***Council for Economic  
Outreach Mission:***

***To aggressively promote the  
development and  
diversification of Alachua  
County as a  
regional center for  
quality employment  
opportunities.***

## LETTER FROM 2000 CHAIRMAN



**BILL  
OLINGER**  
Koss-Olinger  
FINANCIAL GROUP

In 2000, the Gainesville Council for Economic Outreach achieved phenomenal success, especially in assisting companies already a part of the Gainesville/Alachua County business community.

The expansions of such local companies as North American Archery Group, Regeneration Technologies, Inc. and Tower Hill Insurance Group enhanced the area's economy with more than 735 new jobs, \$24 million in capital investments and \$794,950 in incentive programs funding.

These success stories represent more than just dollar figures, however. Each is also an example of the strong partnerships we've forged among the business, education and public sectors of our community. Without the assistance of Santa Fe Community College, UF, city and county staff and private businesses, we could not have helped these companies stay and grow in Alachua County.

Several other significant activities pointed to our efforts to not only attract new industry, but also to nurture and grow the companies we already have in our community. We began work with Lockwood Greene Consulting on the Competitive Assessment, Target Industry and Underemployment Study, which will be completed in early 2001. Lockwood Greene's findings will assist us in identifying our area's strengths and weaknesses in the competitive field of project site selection. From there, we can target the right industries on which to focus our marketing efforts and pinpoint the true nature of the area's workforce.

My personal goal in 2000 was to increase CEO's visibility and communicate the organization's successes. I believe we've taken broad steps in that direction with implementation of the *Competitive Edge* campaign. The campaign has begun and will continue to bring home to current and future investors in CEO just how valuable this organization is to the economic well-being of our county.

We should be very proud of the work that has been accomplished this year. Many of the partnerships we've fostered in the past 10 years have helped us develop a proven track record that we can continue to build on. Thank you for the opportunity to have been your Chairman and for your continued investment in our community.

**Bill Olinger**  
2000 CEO Chairman

CEO also strengthened efforts to inform and involve its investors and government and business partners.

In January, CEO held its Ninth Annual Member Meeting. Highlights of the evening included the presentation of photo collages of various phases of the Dollar General project to Alachua County Commissioners, Senator George Kirkpatrick, Alachua City Commissioners and others integrally involved in the



*Sen. George Kirkpatrick accepts a photo collage of the Dollar General project from Alliance President Bob Robrlack and 1999 CEO Chair Carol Villemaire.*

project. The annual meeting also featured the presentation of the J. Wayne Reitz CEO Leadership Award to long-time economic development advocate Leveda Brown and Corporate Citizen of the Year honors to Charles R. Perry Construction.

In April, CEO reaffirmed its commitment to improving air transportation to the area by inviting Mike Boyd of The Boyd Group/ASRC, Inc., an aviation consulting and research firm, to speak at CEO's First Quarter Member Meeting. Boyd updated CEO members, government partners and guests on the latest aviation industry trends and discussed guidelines for attracting air carriers to Gainesville.

CEO and The Gainesville Sun co-hosted a special leadership workshop in October, "Leadership in a Changing Environment," featuring nationally renowned professional trainer Phillip Van Hooser. The two-hour program was followed by guest speaker, Dr. Teo Dagi, president of Cordova Technologies, Inc., a venture capital firm investing in early stage emerging technology companies.

CEO has enjoyed a number of significant accomplishments in the past 10 years. In an effort to extend and amplify those successes, CEO has undertaken the *Competitive Edge*, a five-year strategic initiative aimed at refining CEO's goals and objectives. With the commitment of local business leaders and government and education partners, the *Competitive Edge* campaign will be the catalyst to propel CEO into another decade of successful job-creation efforts.

## 2000 CEO INVESTORS

Painter Masonry  
PPI, Inc.  
Preston Electric Company  
Purvis Gray & Company  
Residence Inn by Marriott  
Robinshore  
Rubicon Insurance  
Salter, Feiber, Yenser & Murphy, P.A.  
Santa Fe Community College  
Schackow Insurance Agency  
Shands HealthCare  
T.C. Skinner & Associates  
Southern Press  
SouthTrust Bank  
StorterChilds Printing  
SunTrust Bank  
Charles Thompson  
George Tubb  
Town Tire  
U. S. Cellular  
United Trucking Corp.  
University of Florida College of Engineering  
University of Florida College of Medicine  
University of Florida Research Foundation  
W.W. Gay Mechanical Contractors  
WACO Properties  
Walker Furniture  
WCJB-TV20



**2000  
CEO INVESTORS**

Hill's Van Service of  
Alachua County

Hodor Companies

Holden, Rappenecker,  
Eubank & Mills, P.A.

Holloway Financial  
Services

HRH Insurance

InfoTech

Innovation Partners

James Moore & Company

W.G. Johnson & Son

Millard Joyner

Koss-Olinger Financial  
Group

Kraft Motorcar Co.

Livewire, Inc.

M & S Bank

M.M. Parrish & Associates

M.M. Parrish Construction

Mason Strategic  
Communications

Perry McGriff

McGriff-Williams  
Insurance

McGurn Investments

Medical Device  
Technologies

Millennium Bank

Moltech Power Systems

National Car Rental

Nationwide Insurance  
Company

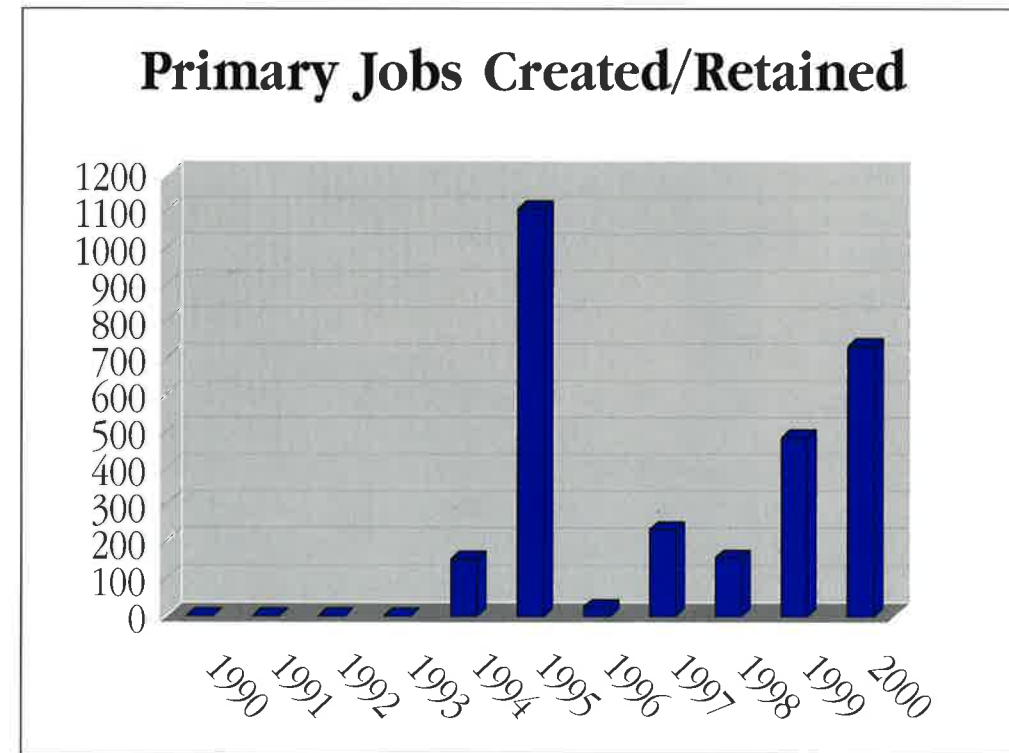
North Florida Regional  
Medical Center

\$85,000 in Quick Response Training Grant dollars to be administered by Santa Fe Community College.

Other success stories featuring local companies included Regeneration Technologies' \$300,000 Qualified Target Industry Tax Refund and \$81,165 Quick Response Training Grant and Exactech's \$88,000 Incumbent Worker Training Grant.

All totaled, CEO-assisted local industries created or retained more than 735 jobs, generated \$24 million in capital investment and captured \$794,950 in incentive program funding in 2000. CEO continues to work with Moltech Power Systems and Atkins Tempotec on Incumbent Worker Training Grant applications.

CEO undertook a number of other projects in 2000. By September, the Competitive Assessment, Target Industry and Underemployment Study being conducted on CEO's behalf by Lockwood Greene Consulting was well underway. When completed in early 2001, the Competitive Assessment, Target



Industry and Underemployment Study will address Alachua County's competitiveness in the site selection market, identify appropriate industries for targeted marketing and provide valuable information on the true nature of the region's workforce.

CEO also implemented a strategic marketing program designed to promote Alachua County's exceptional business environment and job creation efforts. The program featured a series of ads produced in conjunction with *Enterprise Florida* that appeared in several national magazines including *Plants, Sites and Parks*, *Site Selection* and *Business Facilities*.

**LETTER FROM 2001 CHAIRMAN**

It seems that about every five years, the Council for Economic Outreach reinvents itself as changes in our community, state and economy force us to become a different kind of entity and to look in a new direction. In 2001, as CEO enters the new millennium, we will take another bold step on our path of evolution with the successful completion of our \$3 million *Competitive Edge* Capital Campaign. And, as in the past, this new phase will most certainly bring greater economic successes to the people of Alachua County.

Developing the *Competitive Edge* has proved to be much more than just another "fundraising exercise." This campaign has forced us to take a look at ways to really prove the worth of CEO to our investors, both public and private; our potential investors, businesses that have not been enlightened to the very real and tangible benefits of a strong economic outreach program; and, to the people of our area. The successful completion of the *Competitive Edge* Campaign will allow us the budget to once again become the kind of "active" economic development organization that Alachua County needs to remain successful into the 21st Century.

But, we cannot rely on the considerable successes of years past. By doing so, CEO will regress into the role of a "passive" economic development organization -- waiting for prospects to knock on our doors. The *Competitive Edge* lays out, in black and white, the goals that we must reach during the next five years in order to achieve success. Goals like an additional **4000** primary jobs -- not minimum wage employment, but career opportunities with benefits and an average salary over \$12 an hour. By the expansion of existing industry and attraction of new targeted industries to generate more than **\$400 million** in new capital investment. And by the addition of **\$80 million** in property tax revenue over the next 10 years from these new and growing businesses. Additionally, the completion in 2001 of the Lockwood Greene study will give us the information we need to identify our strengths and weaknesses and to target the kind of industries that are specifically suited to the needs of our county.

We begin 2001 with a new president in Washington D.C.-- although we may not know who he actually is until the inauguration -- a new county commission, an exciting and long-awaited new Commerce Building and a new direction for our CEO. We will continue to try to improve our communications with you, our partners, and the public. But, we need YOUR involvement and support. I look forward to an exciting year as we begin this latest leg of our journey. I know that, together, we will be successful.



**ERIC  
KRAFT**  
KRAFT MOTORCAR  
COMPANY

**Eric Kraft**  
2001 CEO Chairman



**2000  
CEO INVESTORS**

- Alachua County
- Alachua Self Storage
- Alltel Communications
- Gary Almond
- Philip Ankrim, D.D.S.
- AMJ, Inc.
- Robert Atkins
- AvMed Health Plan
- B & B Office Products
- Bank of America
- BellSouth
- Best Western Gateway Grand
- Bosshardt Realty Services
- Jack Bovay
- Len Buffington
- Bullard Construction
- Butler Enterprises
- Campus USA Credit Union
- Ron Carpenter
- Randy Caton, D.D.S.
- Charles Perry Construction
- Lowell Chesborough
- City of Alachua
- Clay Electric Cooperative
- Clayton, Johnston, Quincey, Ireland, Felder, Gadd & Roundtree, P.A.
- Compass Bank
- Contemporary Management Concepts

# 2000 CEO HIGHLIGHTS

The year 2000 marks the 10th anniversary of the Council for Economic Outreach's inception as a public-private, not-for-profit economic development organization charged with promoting Gainesville and Alachua County as an outstanding location for businesses -- both new and old.

In the past 10 years, CEO has enjoyed a number of important milestones. With assistance from CEO, companies such as Naylor Publications, Inc., Nordstrom, American Polysteel Forms and Dollar General Corporation have decided to call Alachua County home.

Existing industries including Sabine, Performance Food Group and Nationwide Insurance have grown and prospered with help from CEO and its partners.

**CEO MILESTONES 1990 – 2000**

- **1990**      **The Council for Economic Outreach is created**
- **1994**      **Naylor Publications announces its location to Gainesville**  
**Sabine remains in Alachua County, building a new facility in the City of Alachua**
- **1995**      **CEO successfully coordinates a total of \$819,000 in road grant funds for Sabine and Performance Food Group**
- **1997**      **CEO becomes the first Accredited Economic Development Organization in the State of Florida.**  
**American Polysteel Forms announces plans to build in the Airport Industrial Park**
- **1998**      **Nordstrom chooses Gainesville for its 185,000-square-foot distribution center**  
**CEO joins the Alliance for Economic Development**
- **1999**      **Dollar General Corporation announces plans to construct a 1.2 million-square-foot distribution center in the City of Alachua**
- **2000**      **CEO assists several local companies with expansion efforts resulting in 735 new or retained jobs, \$24 million in capital investment and \$794,950 in incentive program funding**

CEO has also grown and changed in many ways since 1990, yet the focus of the organization has remained the same: "To aggressively promote the development and diversification of Alachua County as a regional center for quality employment opportunities."

Toward that goal, CEO continued to work with Nordstrom and Dollar General as they settled into their new distribution centers. The two companies will provide more than 500 well-paying jobs with benefits and potential for employee growth and advancement.

In addition to the assistance provided to Nordstrom and Dollar General, CEO responded to a total of 73 requests for information from *Enterprise Florida*, national site selection consultants and companies interested in Gainesville and Alachua County as a possible location for a new facility. However, the lack of available existing space and suitable buildings deterred a number of potential projects.

In 2000, CEO launched an aggressive and focused Business Retention and Expansion Program targeting area industry. By the fourth quarter of the year, CEO had provided information or assistance to more than 15 local companies, including Moltech Power Systems, Inc., Atkins Temptec, Tower Hill Insurance Group and Exactech, Inc.

This more formal effort to target local businesses paid off handsomely. North American Archery Group, formerly Bear Archery, chose to remain in Gainesville and increase its workforce by 50 new employees.

Tower Hill Insurance Group added more than 200 jobs and \$2 million in capital investment to the local economy. In return, with support from CEO and Alachua County, the company received a \$240,000 Qualified Target Industry Tax Refund from the State of Florida and also garnered more than



*From left: Linda Schantz, Quenta Vettel, Pegeen Hamraban, Pascale Spears, Conchi Ossa, Bob Robrlack and Mike Kurtz participate in Nordstrom's ribbon-cutting event in February 2000.*

**2000  
CEO INVESTORS**

- Cox Communications
- Davis Monk & Company
- DECA Design
- Edwards Construction
- EFM Group
- Eng, Denman & Associates
- ERA Trend Realty
- First National Bank of Alachua
- First Street Group
- First Union National Bank
- Florida Bank of Alachua County
- Florida Credit Union
- Florida Food Service
- Florida Power Corporation
- Florida Rock Industries
- GAIN
- Gainesville Neon Signs
- Gainesville Regional Utilities/ City of Gainesville
- Gainesville Raceway
- Gainesville/ Alachua County Regional Airport Authority
- Gainesville Sun
- Gator Door and Supply
- H.K.W. Enterprises
- Haile Plantation
- Hawley Realty & Investments
- Henderson Land Trust