

Long list of key events, major meetings equals record year

By Ashley D. Torres

As 2011 begins, the Greater Miami Convention & Visitors Bureau prepares for a record year of events, meetings and promotional campaigns, which are expected to bring millions to the local economy.

One of the big 2011 milestones is to be the Jan. 28 opening of the New World Symphony's Frank Gehry-designed campus. The \$225 million facility across from the Miami Beach Convention Center is to include a façade projection wall showing performances under the stars.

"This community," said William D. Talbert III, the convention bureau's president, "always starts the year off fast."

The ING Miami Marathon and Half Marathon return Jan. 30, challenging local and foreign runners to hit the pavement through the 13.1-mile or 26.2-mile courses, which travel through areas such as Coconut Grove, Downtown and Miami Beach. The marathons, Mr. Talbert said, conservatively gen-

erate a local economic impact of \$5 million.

March is to bring the return of the World Golf Championship to the TPC Blue Monster at Doral and the Sony Ericsson Open at the Crandon Park Tennis Center. The events, March 7-13 and March 21-April 3 respectively, have typically fallen on the same dates, Mr. Talbert said. However, with differing dates, the events can continue entertaining locals and bringing in tourists for a longer period, which benefits the local economy.

Other March events include Ultra Music Festival, the Miami Beach International Fashion Week and the Calle Ocho festival.

Depending upon the success of the Miami Heat, 2011 could also mark the return of National Basketball Association (NBA) playoff games to American Airlines Arena from mid-April to mid-June, which would be the Heat's third consecutive playoff return.

Another 2011 milestone is the bureau's launch of the first Miami Romance Month in June. Specifics for the promotional



Photo by Maxine Usdan

William Talbert III: "This community always starts the year off fast."

campaign are still being planned, but, Mr. Talbert said, the bureau is currently working to develop a partnership with The Knot, a multi-media company for couples getting married, having a child or moving in together. The romance month joins six other bureau months, including Miami Spa Month in July and Miami Live Music

Month in November.

October is to bring a big change to Miami International Airport with the launch of the MIA mover, a train connecting the airport terminals with the Rental Car Center. The 1.25-mile elevated mover is to carry 3,000 passengers per hour and improve the experience of the airport's 35 million annual travelers.

Many professional meetings, an economic generator for the county, are also expected in 2011. From March 15-17 the annual trade show Cruise Shipping Miami is to return with 13,000 attendees and an economic impact of almost \$5 million.

With individuals coming from countries such as China and the United Arab Emirates, Mr. Talbert said, "this is the number-one cruise show in the world today."

From July 31-Aug. 4, the American Statistical Association is to host its convention at the Miami Beach Convention Center bringing 9,000 attendees and roughly \$8 million of economic activity. The American Society of Radiation Oncology's local meeting Oct. 2-5 is to have almost 30,000 hotel room nights booked, over 12,000 attendees and an impact of \$16 million.

Another fall meeting is the American Academy of Periodontology's conference Nov. 13-15 with a projected local impact of \$5.5 million, 7,000 room nights and 5,200 attendees.

PEOPLE

Preferred Care CEO to aid governor-elect

Florida Governor-elect Rick Scott has appointed Joseph L. Caruncho to his 40-member Health and Human Services Transition Team. The group is to advise Mr. Scott on healthcare administration.

Mr. Caruncho is CEO of Preferred Care Partners and a former healthcare attorney.



Rick Scott



Joseph Caruncho



Rosanna Fiske

Public Relations Society names CEO

Rosanna Fiske has been named CEO and chair of the Public Relations Society of America. Ms. Fiske is graduate program director at Florida International University's School of Journalism and Mass Communication.

Before joining the univer-

sity in 2006, she held numerous senior communications, marketing and management positions.

Cabin Fever partners with architect

Award-winning architect Ed Binkley has partnered with Little Haiti-based Cabin Fever to launch the Shelter Series, a collection of eco-friendly af-

fordable homes. Mr. Binkley is principal and president of ed binkley design.

Cabin Fever manufactures prefabricated cabins, homes and small accessory buildings shipped across the US.

US-Mexico Chamber names director

Erksy Ricaño Corona has been named business devel-

opment director for the US-Mexico Chamber of Commerce's Inter-American Chapter. He was previously a strategic analyst for Sepac Corp.

Mr. Ricaño holds a bachelor's degree in international business from the Universidad del Valle de México, a bachelor's degree in industrial and system engineering from Instituto Tecnológico y de Estudios Superiores de Monterrey and an international master's degree in business administration from the Institute for Executive Development.

BankUnited names VP

BankUnited has named Maily Fernandez vice president and private banker. She

will be based in the bank's Brickell office.

Ms. Fernandez was most recently a commercial loan officer for Sabadell United Bank. She holds a bachelor's degree in business administration from the University of Miami and is an alumna of the Harvard Business School's Summer Venture in Management Program.

HDR names senior manager

HDR has named Joseph Borello a senior project manager. He will be based in HDR's Miami Lakes office.

Before joining HDR, he served as the Florida Department of Transportation District Four design build coordinator.

Saddle up: Deco Bike wants to succeed with Beach residents

Bicycle rental plan emulates similar efforts in Paris, NY

By Zachary S. Fontaine

Nine hundred new rental bicycles are to begin traversing the streets of Miami Beach this spring when Deco Bike, a Miami-based company that owns and operates bike-sharing programs similar to those in Paris and New York City, gets rolling.

In July, city commissioners voted to give the company, which prevailed over two competitors, space for about 90 rental kiosks scattered throughout the city. Each is to hold eight to 16 bicycles that could cost for about \$1 an hour. The kiosks' credit-card machines and bike locks are to use solar power.

public to turn a profit," he argued. Instead, the system is run by media JCDressan, which receives advertising rights on the bikes and the hundreds of rental hubs throughout the city.

"The city (Paris) keeps the majority of the revenues generated from the rentals. However, they have a split liability on vandalism," Mr. Rouse added. "We have to make sure bikes are working so we're not making money."

"If our bikes are in shabby condition, people are not going to rent our bikes."

Deco Bike may, one day, sell advertising rights on the rental kiosks but for the time being, Mr. Rouse said the company is focusing on getting the system up and running.

"Aside from outdoor advertising, this thing can make money," he said.

Meanwhile, the company isn't how fast to allow the growth of the bikes," Dr.

With a cautious phase-in and a good implementation plan, it could be done on campus too.

Mark Rosenberg

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PEDAL POWER TO HELP WITH BEACH GRIDLOCK

To keep a lid on traffic congestion, Miami Beach is betting big on a popular form of transit - bike sharing.

BY ANDRES VIALICO

Little Miami Beach, increasingly marred by big-time traffic, is building one of the most extensive bicycle-sharing programs in the United States, vaulting itself onto an elite list of cities around the world that have settled on pedal power as one solution to environmental and transportation woes.

Following the hugely successful examples of Paris, Barcelona and Montreal, a private vendor working in partnership with the city has begun installing a network of 100 self-service stations and 1,000 sturdy, easy-to-pedal bikes across the seven-mile length and one-mile breadth of the beach.

Starting in February, users will be able to check out a bike with the swipe of a membership or credit card at any location and return it to any other station. By the time build-out is finished this spring, the city will be dotted with closely spaced stations consisting of a rack of self-locking silver-and-blue bikes and a bright green, solar-powered kiosk. On South Beach, stations will be available within roughly a couple of blocks of any spot.

Officials with the city and DecoBike — as the program has been dubbed — describe it as a low-cost, emission-free transit system that will make it a cinch for residents and tourists to get

READY TO RIDE: Nick Castillo puts instruction stickers on a new bike station.