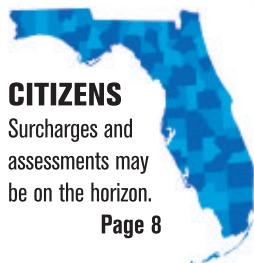




COMPCARE

Health services firm charts turnaround success.

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CITIZENS

Surcharges and assessments may be on the horizon.

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TECH-CENTRIC

Ashlyn Park building focused on tech uses.

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REWARDING

Kobie Marketing focuses on loyalty programs, growth.

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EXECUTIVE PROFILE

Danielle Seaberg works in a detail-oriented business. **Page 20**

Visit tinyurl.com/tbbjexecfiles to see more with Danielle in online video.

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FOUR DOLLARS

Planners: Visibility, outreach crucial to landing RNC business



BY MARGARET CASHILL
STAFF WRITER

Event planners are drawing up to-do lists in preparation for the week of Aug. 27, when the Republican National Convention is expected to bring roughly 50,000 people to Tampa Bay for meetings,

parties and nighttime convention-going.

Part of the challenge is to understand how to get ready for an event that will rapidly gain momentum in the weeks preceding it, for which many of the logistical details will not be known until just days beforehand.

Ginger Reichl's near-term strategy is visibility for Pinstripe Marketing, her St. Petersburg firm that has an event planning focus. To capture business during "a whole week that will be nothing but events," Pinstripe's marketing push will have

a dedicated website, social media and a Google ad words campaign.

"When you have out-of-town groups that need an event planned or need social media assistance, we want to earn that business," Reichl said.

RELATIONSHIPS BEING FORMED

In addition to contacting the 2012 Tampa Bay Host Committee about inclusion in its Small

SEE VISIBILITY PAGE 27

USF medical policy aims to limit conflicts of interest

BY MARGIE MANNING
SENIOR STAFF WRITER

TAMPA — The University of South Florida is working to beef up its conflict of interest policy for USF Health's College of Medicine, a move that could boost its expansion prospects and national standing.

A proposed policy approved by a board of trustees workgroup Dec. 1 is designed to limit conflicts of interest between the college's personnel and the pharmaceutical, medical device and biotechnology industries. It requires faculty and staff to disclose payments for industry consulting and speaking engagements, bars them

from accepting most gifts and meals, and tightens regulations on how drug samples are distributed to patients.

The full USF board was scheduled to consider the policy Dec. 8.

Stricter conflict of interest policies are an important step in improving the quality of health care, according to the American Medical Student Association, which works with the

SEE CONFLICTS PAGE 10

AMSA PharmFree Scorecard 2010

ACADEMIC MEDICAL CENTERS IN FLORIDA

GRADE	SCHOOL
A	University of Florida College of Medicine
A	Miller School of Medicine, University of Miami
B	University of Central Florida College of Medicine
B	Florida State University College of Medicine
C	University of South Florida College of Medicine
C	Nova Southeastern University College of Osteopathic Medicine

A breakdown on how the AMSA arrived at USF's grade is here: <http://www.amsascorecard.org/institutions/164>. The scorecard details several factors that contributed to the overall grade.

SOURCE: American Medical Student Association



GRAPHIC ILLUSTRATION BY JULIE SCHAEFER

Early 2012: Patel mansion build could begin

Philanthropist, entrepreneur slowed work but never stopped

BY MARK HOLAN
STAFF WRITER



Patel

TAMPA — Construction of Dr. Kiran Patel's long-delayed, 35,000-plus-square-foot mansion on White Trout Lake in Carrollwood could begin early next year.

The eye-popping project, likely to cost tens of millions of dollars to build, first grabbed media attention in January 2006. The Hillsborough County Commission agreed to rezone the 17-acre site a few months later, though plans for a helicopter landing pad were scrapped.

Public attention soon turned to other things, and the housing bubble dragged the economy into recession. But additional planning and government reviews have continued all along, said Michael D. Horner, a Tampa consultant working on the project.

"It was not start and stop and put on a shelf," Horner said. "There is a lot of work

SEE PATEL PAGE 26

MAXCY SPIN-OFF

Well-known Florida land owner and rancher sells off its real estate branch, which will now focus on distressed CDDs.

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Volunteer groups take action for the Republican National Convention

BY MARGARET CASHILL
STAFF WRITER

ST. PETERSBURG — The “Communications Action Group” is one of four action groups the 2012 Tampa Bay Host Committee has formed, along with groups for hospitality, community and business, in preparation for the Republican National Convention in August.

The communications group works to establish the message that the region wants to promote when people come to town, which may involve billboards, advertising and receptions, said Ginger Reichl, president of Pinstripe Marketing and a volunteer on the Communications Action Group.

In addition to visibility and the chance to network, participation provides Pinstripe the opportunity to contribute to convention-related communications.

“We’re working together and bringing our own expertise to the mission,” Reichl said. “The fact that it’s all-volunteer raises the excitement in the room.”

HOST COMMITTEE

SMALL BUSINESS NETWORK

Jan. 10: Online registration for buyers closes

Jan. 12: “Introduction to the Small Business Network” forum, location TBA

Jan. 13: Online registration for contract suppliers opens

March 1: Online registration for contract suppliers closes

March 2012: “Business Matchmaking Session” forum, date/location TBA

April 2012: Small Business Network Directory publishes

SOURCE: Small Business Network Handbook, available online at <http://2012tampa.com/wp-content/uploads/2011/06/Small-Business-Network-Handbook.pdf>

The action groups, which began meeting in October, were formed to ensure the Host Committee made the best use of the support it has received from the community

What can you do now? Get in the directory

While companies interested in doing business with the RNC can email information to the Host Committee now, online registration for contract suppliers will open in January. Companies must be certified as a small business enterprise, a women/minority business enterprise or a service-disabled veteran enterprise by the city of Tampa, the city of St. Petersburg or Hillsborough County

or Pinellas County.

The Host Committee will circulate a directory with that information to delegations, businesses, individuals and other groups coming into the Tampa Bay area.

Convention week won’t just be cocktail receptions and parties. It’ll be business meetings as well, said Host Committee Chief Operating Office Matt Becker.

— Margaret Cashill

and are still in the “building blocks stage,” said Host Committee Chief Operating Officer Matt Becker.

While individual businesses participate, the Host Committee runs the action groups in concert with community organizations such as the Greater Tampa Chamber of Commerce, Tampa Downtown Partnership and the St. Petersburg Area Chamber of Commerce. Community organizations

send representatives or people from outside organizations to represent on their behalf.

Becker’s advice to a company that wants to be involved in the RNC is to communicate with community organizations such as these, as well as to submit information to the Host Committee’s Small Business Network Directory, slated to publish in mid-spring.

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VISIBILITY: Some key logistical details won’t be known until very close to the RNC, a planner’s challenge

FROM PAGE 1

Business Network Directory, Lori Randall, an planner with Simply Divine Events in Tampa, follows the Host Committee’s website and Facebook page. In the course of her work with hotels and venues, she inquires about convention activities.

“We will be marketing to the hotels and venues,” Randall said.

Many event planners are making connections out ahead of time, given the Small Business Network Directory will not publish until mid-spring.

Brooke Palmer, president of RSBP Events in St. Petersburg, said the RNC-related queries she’s received, whether from corporate or political entities, are the result of personal connections and referrals.

While she’s already signed on to plan two events the week of the convention, Palmer said much of the planning remains in a holding pattern for months to come. Many of the hotel and venue assignments for specific delegations, for example, will not be known until days before.

Palmer said she is getting leads early on



KATHLEEN GABBLE

Simply Divine Events’s Lori Randall, event planner, at Westin Tampa Harbour Island.

because she is aggressive in reaching out and following up. “Your book of business that week can be based on the relationships

you’ve built,” she said.

Another avenue for a Tampa Bay firm to market to out-of-towners is to form

a relationship with an outside firm. This has been the approach of Monica Varner, president and owner of Elan Event Studio.



Varner

Elan has teamed up with William Milligan Corporate Events, a Washington firm specializing in political fundraisers and corporate event planning, whose founder William Milligan has political convention experience.

“He’s bringing the political aspect and knowledge as far as politicians and his experience with past RNCs,” Varner said. “I am bringing the local side as far as venues and companies.”

Introduced by a mutual client, the firms have collaborated on a website as well as a “one-sheet,” or a document summarizing their services, to gain the attention of clients. The team already has landed a client that’s planning an event for a political figure, details of which Varner did not disclose.

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House passes bills imposing new rules on regulators

BY KENT HOOVER
WASHINGTON BUREAU CHIEF

WASHINGTON — Small businesses hate red tape, except when it’s applied to federal agencies issuing new regulations.

In the name of reducing regulatory burdens on small businesses, the House of Representatives passed two bills that would impose new requirements on the federal rule-making process.

The Regulatory Flexibility Improvements Act would require agencies to consider the indirect economic impacts of proposed regulations on small businesses, as well as direct impacts. It also would force all agencies to convene panels of small business representatives to review major regulations.

Under current law, that requirement ap-

plies only to the Occupational Safety and Health Administration, the Environmental Protection Agency and the Consumer Financial Protection Bureau.

The Regulatory Accountability Act would require agencies to provide evidence justifying proposed rules, cite the legal authority under which they’re issued, and consider their costs as well as benefits. It also limits the ability of agencies to bypass the rule-making process by issuing guidance documents and expands the right to challenge rules in court if agencies don’t follow these requirements.

The two bills face an uphill climb in the Senate and a veto threat from President Obama.

The bills bring “more accountability to the federal rulemaking process” and give “small businesses a greater stake” in it,

said Dan Danner, president and CEO of the National Federation of Independent Business.

“Many agencies have been using loopholes to avoid regulatory reviews the Congress intended, and this legislation will put a stop to this practice,” said Jay Timmons, president and CEO of the National Association of Manufacturers.

“Anything Congress can do to promote smarter regulation will help accelerate business growth and put America back to work,” said Dow Chemical Co. Chairman and CEO Andrew Liveris, who chairs the Business Roundtable’s regulatory reform committee.

Opponents said most surveys of small business owners find that weak sales, not excessive regulation, is their biggest problem.

There is no credible evidence that regulations depress job creation, said Rep. John Conyers of Michigan, the ranking Democrat on the House Judiciary Committee.

The true aim of the two bills, opponents contend, is to stall the regulatory process with excessive requirements — “a hamster wheel of horror” in the words of Martin Hayden, vice president of policy and legislation for Earthjustice, a nonprofit environmental law firm.

The Regulatory Accountability Act “requires new analyses that are time-consuming, useless and expensive while giving polluters and crooks multiple opportunities to tie the process up in courts,” said Scott Slesinger, legislative director for the Natural Resources Defense Council.

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