



MAF NEWSFLASH

1625 Summit Lake Drive, Suite 300 Tallahassee, FL 32317
Phone: (850) 402-2954; email nancy@mafmfg.com; www.mafmfg.com

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MAF NEWS

Board Releases 2010 Legislative Report

At the May 14 MAF Board Meeting the Board released the 2010 Legislative Report. MAF monitored 193 bills during the Session and claimed victory on the following issues:

- Secured \$3.3 million in Quick Response Training funds for 2010-2011
- Helped design a package of sales tax reforms for manufacturers worth \$43 million in the next two years, with an application start date of July 1, 2010;
- Revised the definition of "productive output" for ease of qualifying for sales tax exemption;
- Prevented mandatory reporting of recycling by private businesses;
- Assisted in having the Legislature express intent on state role in numeric nutrient criteria rulemaking;
- Supported funding and programs for Space Florida;
- Helped defeat onerous contaminated site notification provisions;
- Encouraged more rigorous student course work and quality teaching;
- Secured reduced consumptive water use permit reporting; and
- Helped obtain dedicated funding for the Enterprise Florida International Division.

The entire report is posted on our website under Resources. Also posted on the web site is a summary of the provisions of the Sales Tax Refund program for the purchase of machinery and equipment. This is a first come first served program so start preparing now for the July 1, 2010 start up date.

Development of International Business Plans

MAF, Enterprise Florida and Nancy D. Stephens & Associates have teamed up to establish a unique opportunity for Florida manufacturers. We have negotiated with two Florida universities to offer preparation of individualized international marketing plans for Florida manufacturers at a huge discount. With 9 billion potential customers waiting outside the borders of the continental U.S. it makes good sense to get our manufacturers in front of all the potential customers.

The Florida Institute of Technology in Melbourne, FL and the Florida State University in Tallahassee will allow a participating manufacturer, for the fee of \$3,500, to engage the graduate students and professors at these fine schools to search the world and narrow down the most advantageous markets specific to that company's product line. The street value of this type of international marketing research is \$35,000. FIT has just completed the first plan for a Florida manufacturer and now FSU can accommodate one international study for manufacturers for the 2010 Summer Semester. Let us know if you would like to be connected to these universities for this special offering we have arranged. If the program proves to be valuable, the universities can ramp up for the demand.

Manufacturer of the Year Awards 2010

June 1 is the beginning of our application submission period for the 2010 Manufacturer of the Year Awards. The deadline for applying is August 1. Please nominate manufacturers from your region or nominate your own company! We also are looking for judges, so email phil.centonze@pos-impact.com if you would like to be a judge. All the previous judges say it is a fantastic experience!



Post Session Briefing Highlights Opportunities

The MAF Post Session Briefing on May 13 summarized all the opportunities available to businesses as a result of the 2010 legislative session. We thank all the participants for their attendance and we especially thank Representatives Crisafulli, Eisnagle, and Nelson for being with us.

2010 Manufacturers Summit

The next big event for MAF is the November 3-4, 2010 Annual Manufacturers Summit. The focus this year will be on exporting and we are planning a reverse trade mission. In other words we will be inviting buyers from other countries to visit our trade show in order to promote business between countries. All MAF members and partners are encouraged to exhibit this year and tell their friends. Watch for more details by June 1.

INTERNATIONAL

Business Opportunities in Colombia

Enterprise Florida is presenting seminars around the state to help Florida businesses understand the Colombia marketplace. The seminars include an overview of the Colombia market, best prospects in Colombia for U.S. Products, an overview of the airport expansion project including a list of specific items being sourced, resources for additional industry specific information, and details about the upcoming export sales mission to Colombia on August 9-14. Below are details on remaining seminars:

May 26	Naples, Collier County contact Beth@enaplesflorida.com
May 26	Orlando, contact Zoraida.velasco@OrlandoEDC.com
June 3	Tallahassee/Leon County, contact Kpalmer@taledc.com
June 3	Tampa, \$10 lunch fee, contact rtorres@eflorida.com
June 4	Ft. Lauderdale/Broward County, contact kweekes@BrowardAlliance.org
June 4	Jacksonville, contact lbernaski@eflorida.com

There is no cost for these events with the exception of the Tampa luncheon.

LEGISLATIVE

SB 1752 on Governor's Desk

The "jobs" bill that contains the manufacturers' sales tax refund program for machinery and equipment was placed on the Governor's desk for action on Monday, May 17. He has until June 1 to approve or veto the bill. We encourage members to send a letter or make a phone call to the Governor's Office in support of the bill. A description of the component parts may be found in our Legislative Report on the web site. Please call the Governor's office in the next 10 days and register your support for SB 1752. Call the Executive Office of the Governor Switchboard (850) 488-7146 or Shane Strum, Chief of Staff, (850) 488-5603; (850) 922-4292 (fax) or email shane.strum@myflorida.com to leave your message.

Incoming Speaker Says No to Special Session on Drilling

There is a statutory ban on offshore drilling in Florida and so Rep. Dean Cannon says there is no need for a special session to pass a proposed constitutional amendment on the same subject. This statement, made on May 12 is a follow up to Governor Crist's remarks that he may call a special



session to address the issue. To date there is more opposition from legislators to a special session on this subject than support.

SUSTAINABILITY COMMUNITIES

Free Safety and Health Consultations

USF SafetyFlorida is the state's small business safety and health consultation program. Funded by OSHA and the Florida Division of Workers' Compensation, this consultation program has assisted more than 2.5 million small business employees over the past 10 years. Their mission is to help Florida's business owners profit from safety. They offer a free safety and health consultation that is OSHA-certified and confidential. Their analysis includes an on site visit, review of written safety plan and OSHA forms, identification of potential hazards related to processes, work equipment and practices, recommendations on how to improve hazardous areas, education, training and assistance for employers and employees at the workplace or another worksite, follow up to ensure corrections have been made, and additional assistance as needed to ensure safety and health management is maintained.

The benefits of the on-site consultation are to help businesses save thousands of dollars in reduced insurance premiums, workers' compensation claims and out of pocket health care costs; reduced injuries and illnesses; healthier and safer workers and workplaces; higher productivity; increased employee morale; and higher profit potential. USF SafetyFlorida also offers training in Occupational Safety and Health Standards, respiratory protection, permit required confined space, and excavation, trenching and soil mechanics. Online courses are available. For more information on course dates and online coursework visit www.usfoticer.com. For information about their other programs visit www.usfsafetyflorida.com.

Stormwater Rulemaking

DEP held a workshop on May 11, 2010 on revisions to its storm water rule. The rule will apply to both existing and new projects. It is intended to be project specific and apply to urban storm water. Agriculture and silviculture will be exempted from the rule. One of the primary objectives is to increase nutrient removal from storm water. It is also intended to establish requirements for discharges to impaired waters, to provide statewide consistency and update BMP design criteria.

The proposed performance standards would require 85% removal of pre-project run off, or for Outstanding Florida Waters, post-project runoff must be no greater than pre-project run off. For discharges to impaired waters, net improvement of the discharge must be shown for the pollutants not meeting water quality standards in the receiving waters.

Comments on this draft are requested by June 15. The department will hold another set of workshops in November. They intend to seek legislation granting specific authority for certain other elements of the storm water program in the 2011 legislative session. They project final adoption of the rule by July 1, 2011. You may find the materials from the May 11 workshop at: http://www.dep.state.fl.us/water/wetlands/erp/rules/stmwtr_docs/stmwtr_rule_wkshp_ppt.pdf

UPCOMING EVENTS for MANUFACTURERS

June 1-4 Florida Sterling Council Annual Conference, JW Marriott, Orlando, FL. Check www.floridasterling.com for more information.

MAF
1625 Summit Lake Drive, # 300
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www.mafmfg.com



- June 4 Florida Water Forum, 10:30 a.m. – 1:30 p.m., Peabody Hotel, Orlando, Florida, sponsored by the Associated Industries of Florida and the Florida Section of the American Water Works Association. For details visit www.aif.com.
- July 7-8 2010 Chemical Sector Security Summit, Baltimore Maryland. For more information contact ChemicalSector@dhs.gov.
- August 9-14 Enterprise Florida Export Sales Mission to Colombia. Contact mmencia@eflorida.com for more information.
- November 3-4 **MAF 2010 Manufacturers Summit and International Trade Show at the Orlando Airport Hyatt Hotel.** We will have an exhibit hall this year and encourage manufacturers to exhibit. Mark your calendars now!

IF YOU ARE INTERESTED IN JOINING MAF, contact nancy@mafmfg.com, visit our website www.mafmfg.com or call (850) 402-2954 for more information!