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What changes mean to convention biz seekers.

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**TOWERS SELLING**

Towers at Channelside sees brisk sales, prices down.

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**SPACE PLANS**

Businesses add new meaning to retrofitting.

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**MOVING UP**

First Class Moving Systems expands in a tight market.

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# TAMPA BAY Business Journal

30<sup>th</sup> ANNIVERSARY

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**EXECUTIVE PROFILE**

Dermazone's Deborah Duffey enjoys horseback riding. **Page 24**

**EXECUTIVE FILES**

Visit [tinyurl.com/tbbjexfiles](http://tinyurl.com/tbbjexfiles) to see more with Deborah in online video.



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FOUR DOLLARS

## Seeds and clusters

Where technology's job engine starts in Tampa Bay



KATHLEEN CABBLE

Chad Jaquays, president and CEO of CrowdSavings.com, and Josh Sherman, director of Web operations, discuss the affect its vouchers had on sales at the Chattaway in St. Petersburg with the restaurant's Manager Debby Kitto.



BY ALEXIS MUELLNER  
EDITOR

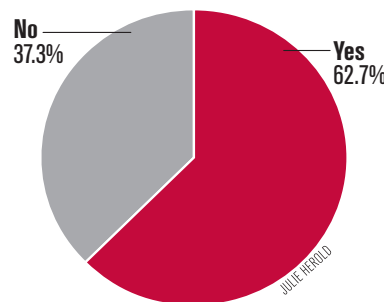
If generating quality high-paying jobs is the elixir for a Tampa Bay economy still bogged down in the housing mire, technology and tech-centric businesses are set to deliver a power surge.

For a month, TBBJ sought feedback from the tech sector on the hiring outlook and skills needs. The 118 respondents to an online survey represented an eclectic mix of large multinationals and under-the-radar startups.

Nearly 63 percent of the respondents are hiring. It isn't a number that will move the unemployment needle much, and 118 respondents represents just

SEE TECH PAGE 11

**Are you hiring? Yes or no?**



**INSIDE AND ONLINE**

- Firms that are hiring, Page 10
- Talent pool, Page 12

Online: Fostering organic growth

Online: Searchable database

Blog: More from the TBBJ team

## Business issues: Mayoral hopefuls provide specifics

BY MARK HOLAN  
STAFF WRITER

**TAMPA** — The *Tampa Bay Business Journal* asked four questions to each of the city's five mayoral candidates. Below is an edited version of their comments presented in the order received.

**TBBJ:** What incentives, if any, should the city provide to private business to spur economic development?

SEE MAYOR PAGE 31

## TIA-Cuba flights create rivalries

BY JANE MEINHARDT  
STAFF WRITER

**TAMPA** — Competition is heating up among businesses vying to provide charter flight service between Cuba and Tampa International Airport.

A San Diego company, a Miami-based charter operator and a newly licensed Cuba carrier service provider in Tampa are included in the businesses interested in TIA's market for Cuba flights.

Just how big and profitable the Tampa market could be remains a question, but the competition reflects potential opportunities.

TIA is ready now for Cuba charter service but has not received gateway approval, said Joseph Lopano, airport director, adding that any federally authorized carrier provider is welcome.

The opportunities are attractive enough

SEE FLIGHTS PAGE 30

**EMPTY PAYLOAD**

Well-known hauling company seeks reorganization, another victim of a challenged construction industry in Tampa Bay.

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Join Protiviti in welcoming  
**Melissa A. Ouari**  
to our company and  
the Tampa Bay area!



Protiviti, a global leader in consulting, is pleased to announce Melissa A. Ouari has joined our Tampa team as an Associate Director. Melissa has more than eighteen years of experience working with organizations to enhance their business performance through strategic planning, performance management, business automation and risk management. To learn more about how Protiviti can help you, please visit [protiviti.com](http://protiviti.com), call 813.348.3450 or contact Melissa directly at [melissa.ouari@protiviti.com](mailto:melissa.ouari@protiviti.com).

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**CB Richard Ellis announces  
Tampa's Top 5 Brokers 2010  
Congratulations!**

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Senior Vice President  
Investment Properties

**#2 John Selby**  
Senior Vice President  
Multi-Housing

**#3 Jim Bobbitt**  
Senior Vice President  
Multi-Housing

**#4 Anne-Marie Ayers**  
First Vice President  
Office Brokerage

**#5 Bill Obregon**  
Senior Vice President  
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# Deborah Duffey: Love the process of challenges

## Tips of the trade

**How do you manage the information flow?** I really try to analyze the information and categorize it like a SWOT analysis — as strengths, weaknesses, opportunities or threats. Then I can rank it in priority order. An opportunity or a threat would get my attention first.

**How do you keep yourself current in your field?** I read trade magazines and publications and attend trade shows and seminars pertinent to our divisions. I also subscribe to four newswires that deliver the top global, industry-related news.

**Where do you get new ideas?** From all of the sources in the previous answer and from time spent with like-minded people in the community, like members of the CEO Council of Tampa Bay.

**How do you organize your things to do list?** I use colored markers and pads. Pink is urgent, green is next, and yellow needs to get done but not immediately.

**What's a valuable lesson a mentor taught you related to your profession?** My dad taught me, and other mentors have echoed this along the way, that you have to love the challenges and the process of going through them.

**How do you measure your own success?** By how the company has performed and whether we've met our goals and objectives. And by what my team is saying. Do they feel like they're part of a growing, vibrant organization? Employee retention is a quantifiable measure of that.

## Background check

**What was your first paid job?** I was a cashier at Woolworth's Department Store.

**What did you want to be when you grew up?** A psychologist

**What's the most personal item in your office and why is it there?** Pictures of my girls because they're a reminder that everything I do I do for them and their future.

**If you weren't in your current career, what would you be doing?** I would be building and growing another type of company.

**What is your favorite activity with your family?** Horseback riding

**If you could have dinner with one person you've never met, who would it be and why?** Billy Graham because he's made such an impact and changed so many people's lives. I would be honored to sit and learn from him.

**Who are your heroes in the business world and why?** Entrepreneurs and small business owners because they're the backbone of this country. They've put more people to

## EXECUTIVE PROFILE

### WHO AM I?

**NAME:** Deborah Duffey

**TITLE AND COMPANY:** President and chief product development officer, Dermazone Solutions

**YEARS WITH THE COMPANY:** 10

**YEARS IN TAMPA BAY:** 19

**NATURE OF BUSINESS:** Dermazone Solutions is a life science company that harnesses the power of nanotechnology, research and innovation to help pharmaceutical, personal care and beauty products work smarter.

**EDUCATION:** B.A. in industrial psychology from Stonehill College in Easton, Mass.

### WHERE YOU GREW UP AND WHAT IT WAS LIKE:

I grew up in Hanover, Mass., a small suburb 20 minutes south of Boston. There were many multi-generational families, and everyone knew their neighbors.

work than all major businesses combined, and their investment in their communities improves people's lives. It's hard to do it successfully so I have tremendous respect for those who take the risks and do it. They're the heroes.

### What do you read for business and for pleasure?

For business, books like "What Got You Here Won't Get You There" by Marshall Goldsmith and "No Man's Land" by Doug Tatum. For pleasure, equestrian magazines, *Bon Appetit*, *Southern Living* and *Tampa Bay Magazine*.

### Words to the wise

**Tell about a sticky situation in your life (business or personal) and how you got through it.** One challenge involved moving our entire Kara Vita division from Orlando to St. Petersburg at the same time we had already planned to move our research and development and manufacturing facilities. Financial and personnel factors made it impossible to delay the Kara Vita move or temporarily shut the division down, so I personally packed the assets and product and moved the division here. I had to reach down as deep as I have ever had to reach, and in the end, I knew it was what we needed to do and I did it.



ALEXIS MUELLNER

**EXECUTIVE FILES**

SEE THESE TBBJ profiles come to life in online video at [tinyurl.com/tbbjexecfiles](http://tinyurl.com/tbbjexecfiles).