

Street Smart Software

InMotion Global TMS takes trucking and transportation to a whole new level. The company, a division of St. Petersburg's Interstate Transport Inc., was named by *Inbound Logistics* magazine as one of the Top 100 Logistics IT Providers for 2009.

The 31-employee parent company began writing its own software several years ago to manage transportation distribution efforts for its clients, says CEO Tim Higham. After a \$3-million investment, the success of the resulting web-based "transportation management system" prompted a spinoff earlier this year. The separate company now has three employees and is already profitable, Higham says.

Interstate Transport's primary transportation customers are food and plant material companies, including Coca Cola, Smithfield Foods and Home Depot.

"The (software) system allows shippers to seamlessly manage their entire transportation operation," says Higham. It has no upfront costs but a monthly \$50 user fee. Higham says there are hundreds of competitors providing similar software, but none that provide software and truck capacity for shipping.

"We don't make much money on the software," he says. "We make money when we provide the shipper with trucks. The software is a means to an end."

Higham says software for transportation logistics is a growing high-tech sector: "Eighty-five percent of mid-market shippers still use whiteboards, spreadsheets and paper instead of software, but 50 percent of those are evaluating using a software system for the future. We want to be at the forefront of that."

For more technology news, see page 12.

Sweet Manatee

Did someone say sugar-free, high-quality, healthy chocolate?

That's the claim from Healthy Chocolate Florida LLC, a company that's just set up shop in a 6,000-square-foot lab and manufacturing facility in Manatee County.

Founder and physicist Aharon Friedman says he expects to eventually have 14 employees helping to crank out his patent-pending 36-calorie dark chocolate and white chocolate pieces.

The difference between his chocolate and other sugar-free brands, Friedman says, is this: "Our chocolate is not a diet food, it's a functional food, designed to deliver supplements to the body."

Friedman says his organic chocolate is sweetened with Xylitol, which is used by the body as energy, and contains a "cocktail of herbs" designed to increase the metabolism and help the immune system. The chocolate is now available at www.4naguilt.com.



Monthly Rewind



It's June 1984, and *THE MADDUX REPORT*, now five issues old, has a cover story on "The Gateway Promise." The article tagline: *For years pristine, it now may prove to be profitable.*

At the time, the mid-Pinellas area of Gateway was a vast expanse of vacant acreage and developers were lining up to get a piece. The "new" developers, the article says, wanted to get away from the idea that Gateway should house industrial parks built only in the "old" style of warehousing and manufacturing.

"Office buildings look like plants, and plants look like office buildings, and that's the nature of the beast," said Jack Wilson, the late president and owner of Tampa's Wilson Co. "It's an interesting trend, and we

intend to capitalize on it."

And he did, assembling the 180 acres between Ulmerton Road and Roosevelt Boulevard that eventually morphed into the Carillon office park. Wilson, who died in 2005 at age 66, subsequently sold majority interest in the property to Florida Progress, the utility company now owned by Progress Energy.

The issue also reported that plans were "rekindled" for Sandpiper Resorts on St. Pete Beach, now the TradeWinds Sandpiper. And a groundbreaking was held for Tampa Palms, the pioneer master-planned community in north Tampa being developed by a distant name from the past, Ken Good.



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Biz Bytes

The Manatee Chamber of Commerce (www.manateechamber.com) announced that Eric Basinger is the new executive director of the Economic Development Council ... The law firm of Ruden McClosky (www.ruden.com) announced the expansion of its Marital & Family Law Practice Group in Tampa ... Brooke Chase Associates Inc. of Sarasota (www.brookechase.com) announced the launch of Interim Executive Services, a program to engage skilled executives on an interim contract employment basis ... Tampa Bay & Company (www.visitampabay.com) was named as a favorite convention & visitors bureau by *Brasil Travel News* ... Cypress Creek Capital announced that Baypoint Commerce Center was named Low-Rise Suburban Office Park of the Year at the local 2008 TOBY Awards by the Building Owners and Managers Association...Ad 2 Tampa Bay (www.ad2tampabay.org) won the American Advertising Federation's national "Club of the Year" award.