

MIAMI TODAY

A Special advertorial section of Miami Today

SPOTLIGHT ON EXCELLENCE

Tran Logistics offers companies innovative solutions

In a world where many companies need creative and innovative solutions to compete and meet stringent client requirements, Tran Logistics (TL) makes it happen. After gaining valuable experience in the global logistics industry in New York City, Lily Tran, president & CEO, founded Tran Logistics in 2003 to capture a market niche in the South Florida region.

The TL team thrives on a positive environment with a diverse corporate culture. Ms. Tran's experience and expertise has led to successful business relationships in various sectors of international business, including the often-complicated world of government contracting.

TL is a federal certified SBA 8(a) and Woman-Owned Small Business firm specializing in transportation & logistics with extensive experience in securing government contracts, making it an attractive company to team up with for any size of federal contracts. The government's renewed focus on the strict enforcement of its small business set-aside regulations makes TL the right choice for a teaming partner or subcontractor.



Photo by Maxine Usdan

"There are billions of dollars allocated for minority and woman-owned small businesses," says Lily Tran.

"There are billions of dollars allocated for minority and woman-owned small businesses," Ms. Tran says. "Due to our experience, knowledge and excellent past performance, we are able to compete successfully in the federal procurement market."

From global logistics and critical Aircraft On Ground (AOG) services to construction

and development contracting, TL has in place an infrastructure that can address any aspect of the acquisition process, giving it a depth of expertise few other companies can muster.

TL brings a sense of personal involvement to every endeavor, putting the desires and interests of its clients foremost. Never does TL depend solely upon the

fact that is a qualified 8(a) to promote itself. Rather, the company relies upon its expertise and the quality of services provided to existing clients as the foundation for growing its business.

For example, TL was able to provide logistic support during federal emergency response operations in the wake of the Haiti earthquake crisis.

"Tran Logistics LLC has been

a vital part of our team in providing seamless support to the Federal Aviation Administration for the Haiti earthquake relief operation in 2010," said Miguel A. Iglesias, contracting officer at the FAA's Miami Technical Support Center.

TL is actively involved in a fast-growing network of 157 countries around the world, some of them in war zones and obscure locations.

TL also strengthens the national and local job markets by adding jobs. "Last year our contract with Southern Command alone led to employment for over 30 people," Ms. Tran says.

TL offers proven management expertise as well as solid financials. In teaming with TL, you can be assured that you can always reach senior management when needed. If TL makes a commitment, you can depend upon them to follow through.

For an overview of the range of capabilities TL can offer any team partner or potential client, please review its website and marketing materials.

Details: Tran Logistics LLC, 2801 NW 74th Ave., Suite 170. Contact Lily Tran, (305) 392-7464 or www.tranlogistics.com.

Bayside adds tenants, plans 25th anniversary

Bayside Marketplace, one of South Florida's only open-air malls on the waterfront, turns 25 next year, and plans for an anniversary celebration next April are already under way.

The mall, owned and managed by General Growth Properties, has just added two new tenants to its eclectic mix of retail, restaurant and entertainment venues, says Senior General Manager Pamela Weller.

One is Lauren G. Adams, which carries unusual costume jewelry by Broward-based designer Orly Ovadia. "Every woman," Ms. Ovadia says, "has the right to look like a million dollars without spending it."

Although the line, established in 1998, is carried in department stores and boutiques, Ms. Weller says the new Bayside location is only the brand's third stand-alone store.

Joining the already robust roster of dining and entertainment destinations at Bayside is the exotic Off the Hookah, founded in Richmond, VA, and boasting "world-ranked flair bartenders, belly dancers and go-gos" complementing a full Mediterranean and sushi menu.

The Bayside location is the chain's third in Florida. Ms. Weller says, and features soft



Photo by Maxine Usdan

"We're well over the industry standard in occupancy," says Senior General Manager Pamela Weller.

seating outside along the patio. Off the Hookah serves lunch and dinner, and in the evenings becomes a hookah bar where patrons share ornate hookah pipes filled with aromatic tobaccos.

With more than 200 vendors, it's no wonder Bayside has become a favorite destination of tourists and locals alike.

"We're well over the industry

standard in occupancy," Ms. Weller says. "Sales per square foot have been phenomenal. The best testimony of that for us is that we have more than one business owner wanting to open other businesses in the same center."

There's something for everyone at Bayside Marketplace, and it's open every day of the week. Families enjoy kid-friendly en-

tertainments such as the weekend petting zoo; tourists love the tours of the Biscayne Bay frequently departing from its docks.

This month's calendar of events includes the Bayside Artists' Square, where visitors can watch local artists at work creating paintings, sculptures, art jewelry and more from 11 a.m. to dusk. It runs through Dec.

31 in the grassy area next to Hard Rock Cafe.

"We're not just a shopping center," Ms. Weller says. "We're an extension of Flagler Street and Biscayne Boulevard. We have live music at the Marina Stage daily from 2:30 p.m.-midnight, and that's a great way to attract people every day of the week."

Situated on the edge of Miami's downtown, Bayside is within walking distance of many of the city's hotels.

"We enjoy a lot of tourists here," Ms. Weller says. "The No. 1 reason tourists come to Miami is to shop. More than 70% of our business comes from the Port of Miami and Miami International Airport."

Residents moving into downtown's sleek new residential towers area make up a rapidly growing segment of the mall's shoppers.

"The growth has been phenomenal for us," Ms. Weller says. "We have had close to 30% monthly increases year over year since November of last year."

Bayside Marketplace is at 401 Biscayne Blvd. Details: (305) 577-3344 or www.baysidemarketplace.com.