

South Florida BUSINESS JOURNAL

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SWEET SMELL OF SUCCESS:

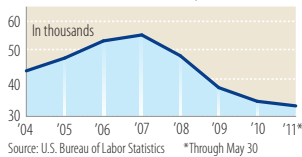
Doctor Aromas builds business by tapping into scent marketing

P6



Miami-Dade's building budget cut

Construction workers employed in Miami-Dade County



BY OSCAR PEDRO MUSIBAY

Miami-Dade County's push to close a \$400 million budget shortfall includes a proposed 40 percent drop in capital project spending. Newly installed county Mayor Carlos Gimenez's proposed budget calls for all kinds of cuts, including

the elimination of 1,300 positions. How many of those would affect staff working on capital projects is unclear, but with the county unemployment rate at 13.7 percent, it is not welcome news. It also raises questions about upkeep on utility lines and how well the county can provide infrastructure

for new development.

The decrease will only affect projects that haven't been started or project elements that would be nice but aren't essential, not ongoing projects like the Port of Miami tunnel, said Jennifer Glazer-Moon,

SEE **BUILDING** | 37



BIGGEST ON THE BLOCK

■ Cedric DuPont of Cedric DuPont Antiques in West Palm Beach opened his 20,000-square-foot gallery on the city's Antique Row in February. It may mean more business for the area. **P4**

A WORK IN PROGRESS

■ About 400 workers will soon begin the vertical phase of Herzog & de Meuron's wondrous design for the \$200 million Miami Art Museum in the city's downtown area. **P37**

Asia-to-Miami direct flights are in demand

BY ASHLEY D. TORRES

With the recent investments Asia-based companies are making in Miami, some business leaders say direct airline flights between the city and Asia are crucial.

They also say the flights could bring additional investments and tourism to South Florida.

While Miami International Airport is the nation's second-largest destination for incoming international passengers, behind New York's John F. Kennedy International Airport, its only direct service to Asia is through Moscow.

The airport has pursued further development of east-to-west air links since 2003, MIA Marketing Director Chris Mangos said. Three Asian metropolitan areas have the interest and resources to offer another direct flight to Miami: Mumbai, India; Hong Kong and Tokyo, he said. Seoul, South Korea, and Shanghai are secondary markets.

"That air connection is critical to growing

SEE **FLIGHTS** | 36



MARK FREERKS

Chuck Williams drives Cyclone Power's dragster. The car may break a world speed record for steam-powered vehicles.

Raytheon tests Cyclone Power's technology as company grows

BY PAUL BRINKMANN

A small warehouse at Cyclone Power Technologies in Pompano Beach is cracking with welding torches and business these days.

Cyclone, a fledgling technology company, is landing new contracts, hiring, expanding and registering stock with the SEC.

The company already employs 19, and plans to hire five to seven more this year. Most of its

jobs are higher-paying engineers and technical positions.

Cyclone is also prepping a bright yellow dragster to break a world speed record for steam-powered vehicles at the Bonneville Salt Flats testing grounds in Utah. One recent Friday, workers were welding on plates to protect the engine.

Cyclone (Pink Sheets: CYPW) is led by Chair-

SEE **CYCLONE** | 36



TOP PRIVATE COMPANIES

■ JM Family's Colin Brown and Eddie Rivera work at a food bank as part of the company's community service. JM Family topped the *Business Journal's* Top 100 Private Companies list. **P15**

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SFBJ'S ENTREPRENEUR AWARDS:

We are now accepting nominations for the inaugural *South Florida Business Journal's* Entrepreneur Awards. Nominations are due July 22. Finalists will be chosen in eight categories and winners will be announced Aug. 11. See <http://bizj.us/b2xu5> for details.



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SUSAN R. MILLER

Doctor Aromas' Marcelo Zelicovich created the dispensing system for the firm's scents.

Doctor Aromas seeks sweet smell of success with business

BY SUSAN R. MILLER

Matthew Knott was staying at the Icon Brickell in Miami when something caught his nose.

"When you walk in, the first thing that hits you is the smell of hope," he said.

"Hope" is one of a dozen scents created by Doctor Aromas, a North Miami-based company that develops and sells fragrances used by hotels, condo developments, restaurants, lounges and, most recently, in homes. It provides what's known as scent marketing, whose popularity is based on studies that have shown consumers are influenced by sight, sound, smell, touch and taste. Smells can help improve one's mood, according to research.

Knott liked the smell of "Hope" so much that he started using it in his chain of restaurants in New York City, including the Taj in the Flatiron District and Katra in SoHo.

"Our place is all about the aesthetics, lighting, and it just adds to the experience. It's the first thing they notice," he said.

The man behind Doctor Aromas is Marcelo Zelicovich, an Argentinean who moved to the U.S. in 2001 with just \$650 in his pocket. He started his company in his homeland in 1993. When the economy collapsed, he fled to the U.S.

Zelicovich's first customer was Aventura Mall, where his product was used in the bathrooms. Today, he claims 250 customers nationwide, including 90 high-end buildings, stores and hotels. The company has four employees.

'HOPE' IS A FAVORITE

Orlando Avella, a broker with Greater Miami Investments in Coral Gables, said he uses "Hope" in his office and at home.

"Everyone who walks in raves about it," he

DOCTOR AROMAS

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said. "It makes you feel good."

Unlike many systems that dispense a fragrance directly into the air, Doctor Aromas' scents are used in conjunction with central air-conditioning systems. The cans has a special top that comes with a tiny remote the user can set to spray the product at regular intervals - from every 20 minutes to up to three hours. The scent is sprayed onto the air-conditioning filter, which dispenses the aroma.

"The air conditioner becomes the aromatherapy machine," Zelicovich said.

"Hope" is the company's bestseller, comprising about 70 percent of sales. It also sells a dozen other fragrances with names such as Euphoria, which is used at the Santa Maria condo on Miami's Brickell Avenue; Romance; Tranquility; and Vanilla Heat, which was created for Miami Heat President Pat Riley.

Zelicovich said he had sales of about \$3,000 a month in his first year. Today, he said he is a \$500,000 company, with plans to grow nationwide.

The company launched online sales earlier this month, and the product is now in more than 100 homes. Large cans sell for \$75 and small cans sell for \$39.90. Dispensers and the remote sell for \$35.

"Until now, we have operated on word-of-mouth, but people who buy this keep buying it because they love the concept," Zelicovich said. "Right now, we are in high-end houses, but anyone can have it."

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Confessions of a 'Rock of Ages' movie extra

Associate Editor Eileen Cukier gets a close-up view of Tom Cruise's fake tattoos and long hair as "Rock of Ages" shoots in South Florida.

Photos by photographer Mark Freerks

show how part of Miami Avenue has been transformed into a replica of the Sunset Strip in West Hollywood, Calif., from the 1980s.

For the full story, go to <http://bizj.us/b31av>.