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SESSION GUIDE

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Friday, October 14, 2016
Hilton Miami Downtown

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Luncheon



Breakfast



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SESSION GUIDE

9:00 a.m.-10:15 a.m.: Concerto Ballroom A

Illegal Dumping Challenges and Strategies: Keep Miami Beautiful Campaign

Illegal dumping is a major problem throughout the State of Florida and across the nation. On a daily basis, garbage, debris and toxic waste are dumped onto our streets and roadways by unscrupulous individuals and businesses. While local, county and state leaders are well aware of the environmental impact that illegal dumping causes to our communities, curtailing such behavior is and will continue to be a major challenge to overcome. This session focuses on policies and strategies to deter illegal dumping through a balance use of law enforcement, code compliance, environmental education, media outreach and recycling efforts.



Diana Gonzalez is the Director of the Office of Communications for the City of Miami. Diana manages social media messaging, homepage content for the City's website, media relations and video productions for City of Miami TV. Before joining the City, she worked as a consultant for Hollywood Health & Society, a non-profit program of the University of Southern California's Norman Lear Center. Diana is a familiar name and face in South Florida, having worked as a broadcast journalist here for 35 years. She was the health reporter at NBC6 and WPLG Channel 10. Diana also worked as a national correspondent for CBS News, based in the Miami Bureau. A University of Florida graduate, Diana is the recipient of numerous awards including 5 Emmys.



Mario F. Nuñez has been Director of the Solid Waste Department with the City of Miami since 2014. He is a former Fulbright Scholar and has a master's degree in Design Studies from Harvard University, and MBA from Colorado State University, and Civil Engineering degree from the University of Honduras. Mr. Nuñez has extensive experience in both water and sanitation. He has worked for difference municipalities and agencies in Arizona, California and Colorado as well as a consultant with the Pan-American Health Organization and The World Bank. Mr. Nuñez is also the Executive Director of Keep Miami Beautiful.



Mary Jean Yon became the Executive Director of Keep Florida Beautiful in February of 2015. Prior to that she was the Legislative Director for Audubon Florida for 4 years after retiring from Florida Department of Environmental Protection (DEP.) Her 30-year career at DEP also included serving as the Director of the Division of Waste Management, heading up DEP's Northwest District in Pensacola and overseeing DEP's Solid Waste program for many years. One continuous love throughout her career has been that of solid waste and encouraging people to reduce, reuse and recycle so we have less solid waste to deal with! Mary Jean is a graduate of Florida State University and lives in Tallahassee.



Leonel Tapanes moved to the City of Miami at the early age of six years old. He has a personal interest in the environment as an avid hunter and fisherman. He has been in law enforcement for over twenty-three years and is currently serving the City of Miami Police Department as a Police Sergeant for the last six years. In the year 2013 and under the directive of the Miami Police Department, he reestablished the Environmental Crimes Investigation Unit to address crimes against the environment in the City of Miami.



Jason Neal has over twenty years' experience in the solid waste industry, all with Waste Management, the largest solid waste and recycling services provider in North America. In his capacity as government affairs director, Jason works closely with municipalities of all sizes throughout Miami-Dade County. He serves on the City of Miami Commercial Solid Waste Advisory Board, and was on the Waste Management team that introduced single stream recycling to over 300,000 homes in Miami-Dade County, significantly increasing recycling tonnages. Jason has lived in South Florida for over 40 years, and earned both a Bachelor's Degree in Business Administration and MBA from Florida International University.

What is being done about Housing in Miami-Dade County?

As one of the most expensive regions to live in the United States, Miami-Dade County has a shortage of affordable and workforce housing. This panel will discuss the basics of what affordable and workforce housing is, best and past practices in other communities and what is currently being done within municipalities and unincorporated Miami-Dade County. The panel will also discuss potential solutions including mandatory inclusionary zoning, providing incentives and land banking.



Jordan W. Leonard, a third generation resident of Bay Harbor Islands, was originally appointed to the Town Council to fill a vacancy and has subsequently been re-elected three times. Twice selected by his colleagues to be Vice Mayor and currently serving as Mayor, he is also the Vice Chair of the Town's Litigation Committee and the former Chair of the Parks & Recreation and Charter & Ordinance Review Committee's. Mayor Leonard also serves on the Executive Board of the Miami-Dade County League of Cities as Second Vice President.



Javier E. Fernández, Esq. is a Shareholder in the firm's Land Development & Zoning practice. He comes to the practice of law after a career in both the public and non-profit sectors where he previously served as the Chief of Staff to former City of Miami Mayor Manuel A. Diaz and as a Development Manager for Enterprise Homes, Inc. – a subsidiary of Enterprise Community Investments. In his practice, Javier represents clients in all aspects of the land use & zoning entitlement process, including in the preparation and approval of: planning and zoning applications, platting and other permits required by a variety of federal, state and local agencies. He also has successfully represented clients in a variety of administrative and quasi-judicial hearings, code enforcement hearings, and public hearing processes related to the



Shekeria Brown, AICP, is executive director of South Florida Community Development Coalition (SFCDC). With over 15 years experience in the community and economic development field, she has designed, implemented and assessed affordable housing, community and economic development programs throughout South Florida and has extensive knowledge in the administration of community development federal and state grant programs awarded to local jurisdictions. She has worked with numerous organizations and individuals committed to improving their communities. Shekeria holds a Master of Urban and Regional Planning from Florida Atlantic University, with a concentration in community and economic development. She also holds dual Bachelor of Arts degrees in Mass Communication and Interpersonal Speech Communication from the University of South Florida. Shekeria is a member of the American Institute of Certified Planners and American Planning Association and actively participates on several community advisory boards.



Alberto Milo, Jr. heads Related Urban, an entity formed in of April 2009 to develop and acquire affordable and workforce housing developments. Thus far Related Urban has completed more than 1,300 public, affordable and workforce housing units. Mr. Milo has been a licensed real estate broker since 1989. He owned and operated a real estate development, real estate brokerage and mortgage brokerage companies for 20 years prior to forming Related Urban. Due to his many years in the affordable housing industry, he is deeply familiar with federal, state and local government subsidy programs. Mr. Milo has served on the Miami-Dade County Industrial Development Authority since 2005 and is a former member of the Greater Miami Chamber of Commerce's Workforce Housing Committee. In April 2015, he was named to the board of the YMCA of South Florida.

The "Smart Plan"- is it really? Also, innovation in Miami Lakes

This session will discuss the Strategic Miami Area Rapid Transit plan recently enacted by the MPO and its goals and objectives. Is it realistic or just politically correct. Also, we will take a look at some innovative things going on in Miami Lakes, a city without direct connection to rail transit.



James E. McDonald, Esq. is a Vice Mayor for the Village of Pinecrest, was elected in 2012 and is Chairman of the Miami-Dade County League of Cities Transportation Committee and a member of the Board of Directors of the League. He is also a member of the National League of Cities Transportation and Infrastructure Committee and the Florida League of Cities Transportation and Intergovernmental Policy Committee. McDonald is an attorney and an adjunct professor of law at St. Thomas University School of Law, Miami.



Esteban L. Bovo, Jr., was elected to the Miami-Dade County Board of Commissioners in 2011. Commissioner Bovo represents District 13 which includes the vibrant and diverse communities of Hialeah, Miami Lakes, Palm Springs North, and several other unincorporated neighborhoods. On the Miami-Dade County Commission, Commissioner Bovo currently serves as Chairman of the Board's Transportation and Mobility Committee, and is a member of the Unincorporated Municipal Services Committee and the Strategic Planning and Government Operations Committee. Commissioner Bovo has been a proud resident of Miami-Dade County for over 45 years and holds a Bachelor's degree in Political Science from Florida International University.



Aileen Bouclé is a highly qualified Transportation Planner with extensive public agency and private sector experience. She is currently the Executive Director for the Miami-Dade Metropolitan Planning Organization where she is leading the charge, along with the MPO Governing Board, to provide mobility choices for the residents of Miami-Dade County through the local transportation planning process, and more specifically the Strategic Miami Area Rapid Transit "SMART" Plan. She has extensive knowledge and experience with local, state, and federal transportation and funding requirements, with a specialization in Transit, Aviation, Seaport, Rail, Freight, Pedestrian, Bicycle, Highway/Roadway, and Intermodal Facilities.



Alice N. Bravo, P.E. was appointed Director of Miami-Dade Transit in July 2015. Miami-Dade Transit is the 15th largest public transit system in the United States, and the largest in Florida. Ms. Bravo oversees the planning and provision of all public transportation services in the County. She leads the effort of improving and expanding transportation in the community by working closely with the federal government, Florida Department of Transportation, Miami-Dade County Metropolitan Planning Organization and Miami-Dade Expressway Authority, among others.



Brandon R. Schaad, AICP, LEED AP is Director of Planning at the Town of Miami Lakes, where his responsibilities include planning, zoning, code enforcement, transit operations and transportation policy. Over 13 years as both a public servant and consultant, Mr. Schaad has worked for cities and counties throughout Florida, as well as in Colorado, Kentucky, Arkansas, Texas, Louisiana and North Carolina, with work primarily focused on comprehensive planning, writing and updating zoning codes and transportation and mobility solutions.

9:00 a.m.-10:15 a.m.: Concerto Ballroom D

Tallahassee, It's a whole new ball game

The panel will discuss the implication the new leadership in both the Senate and the House will have on the 2017-2018 legislative sessions.



Jose Diaz is a principal at Robert M. Levy and Associates, Inc., Government and Public Relations firm. The firm represents a number of municipalities, non-for profit and for profit organizations. The firm has offices in Tallahassee and Miami. Robert M. Levy and Associates, Inc. has been an active member of the Miami-Dade County League of Cities and has represented the League in Tallahassee pro-bono for many years.



Ronald L. Book, Esq. is a specialist in governmental affairs and administrative law, with a Juris Doctorate degree from Tulane University and a Bachelor's degree in Political Science from Florida International University. Ron also studied at the University of Florida where he lettered running track for the Fighting Gator Track Team. Ron's proficiency in legislative procedure and administrative law has translated into significant accomplishments for his clients in both, the private and public sectors. His expertise in the Legislative Appropriations arena has resulted in funding for many client proposed projects. Ron is an active participant in the South Florida community, and serves on a number of Foundations and Community Boards. Ron is Chairman of the Lauren's Kids Foundation, a charitable entity founded with his daughter, Lauren, to prevent childhood sexual abuse through education and awareness. Since its creation almost a decade ago, Lauren's Kids has become a nationally and internationally recognized authority on childhood sexual abuse and has successfully advocated for the passage of numerous state and federal laws to protect victims.



Kelly Mallette is the Director of Government Affairs for Ronald L. Book, P.A. She is an experienced government relations consultant who has established herself in Tallahassee circles as an effective, conscientious and tireless advocate for the firm's numerous clients on a range of issues, from appropriations to health care to business. She is proud of her good relationships with political and community stakeholders and insiders – from state legislators and legislative staff to executive branch and local officials. Kelly has served her community in various roles over the years, including as a Commissioner in the Village of Biscayne Park. She also served as Commissioner Sally Heyman's appointment to the Safe Neighborhood Parks Bonds Committee, and is a member of the St. Rose of Lima Development Board. She is active in local politics, and serves on the board of the Republican Party of Miami-Dade County, where she was named "Republican of the Year" in 2015.



Eduardo "Eddy" Gonzalez is the president of Sun City Strategies, LLC, a business and government consultant company located in Hialeah, Florida. Eddy is a graduate of Miami Dade College, where he received his degree in Business Management and Administration. Eddy served as Councilman of the City of Hialeah and as of President of the Miami-Dade County League of Cities. During that time he also served as an Executive Committee Member of the Florida League of Cities. In 2006 he was elected State Representative to the Florida House of Representatives and reelected subsequently until 2014. He was chairman of Local and Federal Affairs. He also served on Appropriations, Higher Ed, K-12 Education, Health Innovation and Health & Human Services committees.

9:00 a.m.-10:15 a.m.: Symphony Ballroom 1

Worth A Thousand Words: Communicating the Financial Picture

The financial picture of local governments can sometimes be difficult to establish and communicate. How can elected public servants ask the right questions and appointed public servants offer the best information to ensure that the fullest picture is available?



Christopher Rose is the Director of the City of Miami Office of Management and Budget. Chris has been at the helm since August 2013 and in that time the City has received multiple bond ratings increases from the international ratings agencies; the City's reserves have increased and the overall property tax millage has been lowered. Previously, he served as Deputy Director of the Miami-Dade County Public Works and Waste Management Department (PWWM) from 2006 to 2013. Chris started his public service career as a Management Trainee in the Miami-Dade County Office of Management and Budget in 1998 while rising through promotion to the level of Capital Budget Coordinator before moving on to PWWM. Chris holds a Bachelor's Degree in Political Science from Wheaton College and a Master's Degree in Public Administration from Florida State University.



Isaac Salver, CPA holds a Bachelor's of Science from Florida State University and an MBA from Hofstra University. After finishing his graduate studies he began his career in International Banking and Finance. He changed careers in 1987 after becoming a CPA. He started a firm named Duque and Salver CPA's and spun off what is now his current firm Salver+Salver, LLP, CPA's located in North Miami, FL. Salver is a member of the American Institute of CPAs and the Florida Institute of CPAs. Elected to Bay Harbor Islands Town Council in 1999, Salver is currently serving as Councilman. Salver is a Past President of the Miami Dade County League of Cities where he has served on the Board of Directors since 2000. He was elected to the Board of Directors of the Florida League of Cities in 2003, and currently chairs the Florida Municipal Loan Council. Salver serves as Treasurer of the board of directors for The Children's Trust and is a member of the Miami Dade County Public School Board's Audit and Budget Advisory Committee.



Andrew S. Fierman, CPA, is partner in charge of Alberni Caballero & Fierman, LLP's Assurance Services Department. He focuses much of his work in the government, not-for-profit and employee benefit plan sectors. With more than 14 years of experience in the field, Mr. Fierman provides guidance on financial reporting, accounting, and auditing matters including Federal and Florida Single Audits, and consulting services for all types of entities including governmental entities. Mr. Fierman graduated from Florida International University with a Masters of Business Administration and a Bachelor of Science in Accounting from the University of Florida. He is a licensed Certified Public Accountant in both the States of Florida and New York.



Jennifer Moon is the Director for the Office of Strategic Business Management. Ms. Moon has made her mark in the County government as the first woman ever to oversee the County's extensive budget responsibilities. Her duties as Director have been integrated to include dealing with both those of budget management and performance improvement. Moon's responsibilities also include facilitating the development of the County's more than \$5.9 billion budget through results-oriented resource allocation process. She is also responsible for the entire results-oriented governing cycle, including business planning, performance measurement and monitoring, and organizational and community reporting.

Social Media and Municipal Government: The New Communications Frontier

Join us for this social media round-up where participants will learn about the top social platforms, and which one is the most appropriate for communicating your specific message. Social media experts will give you valuable insight about how to leverage social media during a crisis or to promote good news. With today's technology government can broadcast news that traditional media doesn't pick up via Facebook Live, Periscope and YouTube. Expect to participate in mock broadcasts and feel comfortable using social media terms that include tweeting, hashtags and hooks. This is a dynamic, hands-on seminar for the novice and those wanting to learn more about the latest social media updates and trends.



Yocelyn Galiano Gomez, ICMA-CM, was confirmed as Pinecrest's second Village Manager on July 18, 2011. Ms. Galiano served as the Village's assistant manager for over ten years (1996-2004, 2009-2011). She was the City of Doral's first city manager and previously served as the Village of Key Biscayne's assistant manager. Ms. Galiano has a Master's Degree in Public Administration from Florida International University. She is the past president of the Miami-Dade County City Management Association and is an active member of ICMA and FCCMA.



Michelle Hammontree is the Communications Manager for the Village of Pinecrest. She directs the Village's communication program by working collaboratively with each department to ensure professional standards that are consistent with the Village Council's goals. She serves as a spokesperson and media liaison for the Village by providing succinct and accurate information to the media and public. Prior to working in Pinecrest, she worked as a freelance journalist for the Miami Herald for seven years covering municipal government, features and crime. She also worked as a web producer in Univision.com for three years developing stories for the teen and lifestyle pages. She holds a Bachelor's degree in Communications from Florida International University.



Charles Billi is an Emmy-nominated anchor/reporter with more than 22 years experience in broadcast news. His work has been seen on CNN, Fox News and CBS reporting from the Miami, Tampa and Cleveland TV markets. He is currently Vice President of The News Directors Inc., a media strategy, training and crisis advisement firm with offices in Tampa and Miami. An expert in advanced social media, Charles has taught hundreds of municipal and law enforcement employees including engagements at the Governor's Hurricane Conference and the Florida PIO Symposium.



Andy Rodriguez has been in the online marketing industry since 2000 and is considered one of the top social media consulting experts around the country. Andy is an expert on Twitter and live streaming applications such as Periscope and Facebook Live. Andy conducts workshops in South Florida where he teaches business owners and municipalities how to use social media platforms, specifically Twitter, Periscope and Facebook Live. He is the founder of TweetSchool.com and LiveStreamSchool.com where he packages his social media knowledge and experience into easy to understand, bite sized online courses.

Disaster Preparedness & Response: Here, There & Everywhere in Miami-Dade County

From the hospital parking, mall parking lot, and to the town center. From the school campus, the vacation resort, and the night club. From the Zika virus to lone shooters. From floods to fires. From hurricanes and earthquakes to terrorist attacks. Miami-Dade County is not immune. Municipal governments, emergency service agencies, community partners, and citizens need to be alert, informed and prepared all day, every day. This panel is devoted to exploring all types of unplanned incidents and accidents and the integrated response to them at the Federal, State/County, and Local levels. Acts of nature or intended aberrant behavior, much of what can and should be done—is already known. Too often, however, that knowledge comes from experience; which is usually the unintended consequence of a "surprise."



Noel Christian Pace is a Board-certified Healthcare Management Consultant and Law Clerk with the Law Offices of John MacDaniel. He holds a Juris Doctor degree from the University of Miami School of Law-Magna Cum Laude where he was President of the Health Law Association, Equal Justice Works Veterans' Rights Fellow, and published member of the NSAC Law Review. He holds a Masters in Strategic Studies from the U.S. Army War College and a Masters in Health Administration from Baylor University. He is also a Colonel in the U.S. Army Reserve and the Commander of the 345th Combat Support Hospital (248-bed deployable) at Jacksonville Naval Air Station, FL. Colonel Pace is an Army Medical Department Special Operations Officer (ASI: S1) and Special Operations Support Officer (ASI: K9) and has served in the Republic of Korea, Kuwait, Iraq, Honduras, Colombia, and Chile. He is a recipient of the Bronze Star Medal, the Combat Medical Badge, and the Expert Field Medical Badge among many other military and public service awards.



Dr. Nicholas Namias is Professor and Vice Chair for Quality and Patient Experience and Chief, Division of Trauma and Critical Care and the University of Miami Miller School of Medicine. Dr. Namias received his medical degree from Robert Wood Johnson Medical School, University of Medicine and Dentistry of New Jersey in Piscataway, New Jersey. He completed his General Surgery training at the University of Miami Jackson Memorial Hospital, and stayed on for fellowships in surgical critical care and trauma at Jackson Memorial Hospital's Ryder Trauma Center. After a short stint as an assistant professor of surgery at Emory University, he returned to the University of Miami Miller School of Medicine in 1998 as an Assistant Professor of Surgery and Co-Director of the UM/JM Burn Center and became Chief of Trauma in 2010. Dr. Namias is the holder of the Robert Zeppa Chair in Surgery and is an MBA graduate of the University of Miami. He is also the Director of the Ryder Trauma Center and holds a secondary appointment as Professor of Anesthesiology at the Miller School of Medicine. Dr. Namias is a well published author and has editorial responsibilities in the best known publications in trauma, general surgery, and burns and is a member of the most renowned surgical societies in America and the world over. He has been listed in the Best Doctors of America three times consecutively and has received many awards for his teaching efforts.

**Disaster Preparedness & Response:
Here, There & Everywhere in Miami-Dade County -cont'd**



Claudia V. Cubillos is the first Latino Mayor in the 77-year history of the Village of El Portal, Florida. She was first elected to the El Portal Village Council's Seat 2 in a contested-election in 2008, receiving more votes than any candidate in El Portal's history. She was subsequently re-elected in 2010 and 2012, and then in 2014 she decisively defeated the long-serving incumbent Mayor with 55% of the vote, and in 2016 was re-elected without opposition. Mayor Cubillos is former student body president of Florida International University (BBC) and is proprietor Ms. Claudia's Village Academy, an infant-VPK day school with afterschool programs and tutoring services. She is currently Treasurer and Executive Board Member of the Miami-Dade County League of Cities and a Board Member of the Florida League of Cities.



Scott Cormier serves as Vice-President, Emergency Management, EC, and Safety, for Medxcel Facilities Management, a part of Ascension Healthcare. In this capacity, he oversees Emergency Management, Environment of Care, and Safety for the largest nonprofit health system in the United States. Scott also co-chairs the Healthcare and Public Health Sector Coordinating Council, a part of the federal critical infrastructure program, and co-chairs their healthcare and public health cyber security workgroup. Prior to joining Medxcel Facilities Management, Scott was Senior Director of Emergency Preparedness & Management at Hospital Corporation of America (HCA). He has over 36 years of emergency management, public safety, and military experience.



Natasha Strokin is the Director of Public Health Preparedness for the Florida Department of Health in Miami-Dade and oversees activities in preparedness planning, evacuation shelter coordination, comprehensive emergency management plan reviews, and health and medical emergency response. She serves as the Public Health Co-Chair for the Southeast Florida Regional Domestic Security Task Force, Co-chair of the Miami-Dade Healthcare Preparedness Coalition, and Director of the Miami-Dade Medical Reserve Corps. Most recently, she served on the Miami-Dade Public Health and Medical Incident Management Team for the Zika response. She previously served as the Cities Readiness Initiative (CRI)/Strategic National Stockpile (SNS) Coordinator for the Florida Department of Health in Miami-Dade. Natasha is primarily responsible for creating and maintaining partnerships with public and private response stakeholders in order to ensure efficient and coordinated responses to catastrophic public health emergencies. During emergency activations, she also serves as an ESF-8 coordinator at the Miami-Dade County Emergency Operations Center. Natasha has been with the Florida Department of Health in Miami-Dade since 2007. She holds a Bachelor Degree in Health Services Administration and is currently completing a Master in Public Administration from Florida International University.

Municipal Autonomy and Countywide Concerns – What is the Future of Home Rule in Miami-Dade County?

Miami-Dade County's charter gives it regulatory power including the power to set County-wide minimum regulatory standards applicable within cities, but it preserves cities' powers to set higher standards for zoning, regulation and public services. The County has asserted its power to set minimum regulatory standards on topics such as landscaping, signs, and subdivision of land, and has recently proposed a mandatory inclusionary zoning program. What is the proper role of the County in municipal decision-making, particularly when those decisions are constrained by municipal charters, statutes, and other constraints? How can cities and the County work together to effectively address common issues, such as workforce housing, in a manner that respects the cities' uniqueness and home rule authority?



Sonja K. Dickens, Esq. is an Av-rated attorney with a concentration in local government law. Since 2004, Ms. Dickens has served as the City Attorney for the City of Miami Gardens. In her capacity as City Attorney for the City of Miami Gardens, Mrs. Dickens provides full legal service to the City in all legal areas, including the interpretation, drafting and administration of municipal ordinances, and contracts, representation of the City in litigation matters, real estate transactions and land use matters. Ms. Dickens is also the Chairperson of the MDCLC-City Attorney's Advisory Committee.



Susan L. Trevarthen, Esq. is a member of Weiss Serota Helfman Cole & Bierman, PL. A board-certified municipal attorney, she serves as Town Attorney for a small coastal community, and leads the firm's land use and zoning representation of its dozens of special and general counsel municipal clients throughout South Florida. Ms. Trevarthen is a Member of the College of Fellows of American Institute of Certified Planners, has held leadership positions in the Florida Bar's Section for Environmental and Land Use Law and Section for City, County and Local Government Law, is Land Use Section Chair of the International Municipal Lawyers Association, and is a member of the Board of Directors of 1000 Friends of Florida.



Craig E. Leen, Esq. is the City Attorney of Coral Gables and is Board Certified by the Florida Bar in City, County, and Local Government Law. He serves on the adjunct faculty of the University of Miami School of Law and the Florida International University College of Law. Prior to being City Attorney, Mr. Leen worked for the Miami-Dade County Attorney's Office as an Assistant County Attorney, where he served as Chief of the Federal Litigation Section and previously as Chief of the Appeals Section. In addition, Mr. Leen has worked in the private sector for international law firms in New York, Boston, and Miami. Mr. Leen also served as a Law Clerk to the Honorable Robert E. Keeton, United States District Judge for the District of Massachusetts.



Joni Armstrong Coffey, Esq. is the County Attorney for Broward County, Florida, has been a Florida Bar Board Certified City, County and Local Government Lawyer since 1996, and is past Chair of The Florida Bar's Board of Legal Specialization and Education. Ms. Coffey is also past chair of the City, County and Local Government Law Section of The Florida Bar, and has been the recipient of numerous awards for public law service. Ms. Coffey has been recognized in Florida Trend's Legal Elite (Hall of Fame inductee) and the South Florida Legal Guide (Government Attorneys). Ms. Coffey teaches as an adjunct professor at Florida International University Law School and St. Thomas University Law School, in the areas of land use law, elections law, environmental law, and Florida constitutional law.

Own a Zone

Police Chief Rene Landa has assigned his Command Staff an initiative called “Own a Zone”. The City of South Miami is comprised of six zones and each zone has been assigned to a specific staff member. Each staff member will be the liaison for the citizens in that area and will be responsible for assisting them with police and community safety issues. This will be done by providing advice and/or direction for a remedy when concerns are brought forward. An important part of creating a responsive and proactive Police Department is utilizing the latest technology to provide faster response times. Chief Llanes and the City of Miami Police Department in response to numerous shootings in certain areas has turned towards new technology such as Shot Spotter. This technology provides coordinates and warnings to police of an active shooting in areas well before a 911 call is placed. Chief Llanes will be discussing this topic and provide insight into this new technology.



Rene Landa is the Chief of Police for the South Miami Police Department. Prior to joining the South Miami Police Department Chief Landa served as the Division Chief for the Key Biscayne Police Department where he was in charge of the departments Administrative Division. Chief Landa began his career in law enforcement in 1980 as a member of the City of Miami Police Department where he spent the majority of his career twenty-six years. During his tenure he rose to the rank of Lieutenant. Chief Landa holds a Master’s Degree in Masters of Science in Criminal Justice from Florida International University and a Bachelors Degree in Bachelors of Arts from Biscayne College. He also is a graduate of the FBI National Academy in Quantico, Virginia, and attended Harvard University, John F. Kennedy School of Government and completed a course on Leadership for the 21st Century.



Rodolfo Llanes, Chief of Police, was sworn-in as Miami Police Department’s 40th Police Chief and shares a long tradition of success by the way of embodying a spirit of service, ethics, and community partnerships, similar to that of those that came before him. Chief Llanes’ police aspirations began as early as 1981 when he became a Police Explorer at the age of fourteen. Fast forward 29 years, and Chief Llanes has served an illustrious career holding numerous ranks, such as NET Commander in the Field Operations Division, Commander of the Internal Affairs Section, Major of the Supports Services Section, and Assistant Chief of Police in charge of the Administration Division and Criminal Investigations Division.



Larry Corbin began his career in law enforcement in 1987 as a member of the South Miami Police Department and has maintained his career at this agency. He currently holds the rank of Captain and has worked in various specialized units throughout his employment. From early on Capt. Corbin served as one of his agency’s Training Officers specializing in PR24, Tactical Baton, Pressure Point Tactics and RIPP Restraints while being assigned to Patrol. He then went on to the Motor Unit for 12 yrs, Special Investigations in an undercover capacity for 2 years and was finally back on Patrol once he was promoted to Sergeant. During his tenure he has received a number of accolades for heroism, officer of the month, leadership and is even a receipt of his agency’s Silver Medal of Valor. This was achieved for his involvement in capturing a subject who had just committed an armed robbery and attempted murder.



John Barzola has been employed by the City of South Miami Police Department since 1990 as a part time Community Service Aide while he was attending college. Capt. John Barzola served in the Uniform Patrol Division as a Patrol Officer from October 1992 to July 1997. During this period he participated in several specialized units and task forces such as Multi-Agency Gang Unit, Violent Street Crimes, Robbery Intervention and Crime Suppression Unit. In March 2014 was promoted to Captain and was transferred to the Administrative Division in charge of budgeting, red light camera project manager, body cam project manager, training, communications, fleet management and property & evidence.

Technology, Transportation and Parking, a critical connection

Innovative programs and upcoming technology that cities will be able to access.



Arthur Noriega is an executive with a strong background in construction, operations and urban development projects with over 18 years of parking industry experience. Mr. Noriega has headed the Miami Parking Authority since 1999. As Chief Executive Officer, he oversees all of the parking and enforcement operations in a major metropolitan city. He oversees a staff of 189 employees and an operation that generates \$45 million in parking revenue. Mr. Noriega also must act as a strong advocate in the promotion of public and private sector joint ventures, while maintaining an excellent working relationship with local elected and government officials as well as development authorities. Miami Parking Authority is currently engaged in the pre-development of two additional public/private joint venture developments within Miami’s Central Business District and another in Coconut Grove.



Barrie Arnold is a charismatic, lead-from-the-front technology executive who constantly challenges the status quo, with an exceptional record of maximizing the benefits of public / private partnerships. With extensive experience and success working in North America and Europe within Mobile solutions, Payments and Parking, he has built his career on delivering market-defining technology solutions to both the public and private sector. As Chief Commercial Officer at PayByPhone, Barrie is responsible for driving efficiency, customer satisfaction and increased revenue in parking and transit for more than 100 cities, universities and private clients in the US and Canada. Under his guidance, the company has achieved the highest mobile payment adoption rates in the industry, and has truly changed mobile from an add-on revenue stream into an essential component of the payment matrix. Prior to joining PayByPhone, Barrie spent 9 years as Senior Vice President at Striata, a multi-national Secure eDocument Delivery and eBilling company.



Smokshane West joined the Zipcar team in 2012. In his role, he is responsible for setting the strategic direction and continued growth of the Miami-Dade region; overseeing marketing, fleet operations, member services and the integration of Zipcar into the residential, business and non-profit communities. Since launching Zipcar in South Florida, Zipcar now has over 175 vehicles in over 13 cities across the state, most notably Miami, Orlando, Tampa, West Palm Beach, and Fort Lauderdale.



Don Jordan, as Senior Vice President of SP+, Don oversees all business throughout the southeast. He assists the long-term success of locations by overseeing activities of Regional Managers and partners with local teams to ensure a personal level of service. Previously, Don was responsible for overall transportation, traffic and parking planning, development and operational implementation of major transport programs across all operations for SP+ GAMEDAY to include overall project management leadership in the areas of bus operations, traffic, access and parking and venue transportation management. Don attended the United States Air Force Academy and graduated from Millersville University of Pennsylvania, with a B.A. in Geography – Demographic Analysis.

Masters of Disasters

Best Practices for communicating with residents in times of calm and crisis. From Telephone Town Hall meetings and a wealth of data to cities producing their own social media content and creating their own news in under reported areas of the county, Miami-Dade County League of Cities members are blazing news paths when it comes to public information. What's new for 2017 in terms of monitoring and communications platforms?



Brian Andrews is President of The News Directors, a crisis communications and public affairs firm working with more than a dozen South Florida local governments, political campaigns, major events, and law firms. Prior to starting his company, Brian had a front row seat so some of the biggest scandals and major news stories of our generation. He spent more than 2-decades as newscaster in Atlanta, Miami, and New York City. From local news to the network, Brian has done it all, even a stint in Bogota, Colombia as the Director of English language news for Colombia's Canal RCN. In addition to crisis communications strategies and putting out media fires, Brian and his team are called upon by Law Enforcement and HR managers to provide executive media training, story telling, and content creation advisement.



Diana Gonzalez is the Director of the Office of Communications for the City of Miami. Diana manages social media messaging, homepage content for the City's website, media relations and video productions for City of Miami TV. Before joining the City, she worked as a consultant for Hollywood Health & Society, a non-profit program of the University of Southern California's Norman Lear Center. Diana is a familiar name and face in South Florida, having worked as a broadcast journalist here for 35 years. She was the health reporter at NBC6 and WPLG Channel 10. Diana also worked as a national correspondent for CBS News, based in the Miami Bureau. A University of Florida graduate, Diana is the recipient of numerous awards including 5 Emmys.



Tony Winton is a veteran journalist with a career spanning three decades at The Associated Press, covering a wide range of national and international stories. His assignments have included hurricanes, wars, earthquakes, major trials, the space program, and presidential campaigns. His broadcast work with his colleagues has been nationally recognized with multiple Edward R. Murrow awards. He has led several training sessions for journalists, and now produces professional media content to help organizations tell compelling stories.



Edward Silva was appointed Village Manager on June 1, 2015, following a unanimous vote by the Palmetto Bay Village Council. Mr. Silva was initially hired by the Village in 2007 to serve as the Director of Building and Capital Projects. In that position, he was responsible for the planning and management of all municipal construction projects, including our Platinum LEED-Certified Municipal Center. He also served as the Building Official, overseeing all aspects of the building and permitting process. Prior to working for Palmetto Bay, Mr. Silva worked in the Village of Pinecrest's Building Department. Mr. Silva is a registered architect and owner of a successful architectural firm. Mr. Silva is a proud graduate of the University of Miami and has proudly called Palmetto Bay home for over a decade.

Masters of Disasters- cont'd



Richard D. Rand began his career with the North Miami Beach Police Department in January of 1997. After completing his basic training at the police academy, Major Rand worked as a patrol officer for three years before being assigned as a detective in the Gang Unit, within the detective bureau. Major Rand is currently assigned to the Investigations Division overseeing all criminal investigations. He is also the commander over the Public Information Office (PIO) which deals with all media related information. Major Rand has continued to establish a very positive relationship between the City of North Miami Beach and the local media outlets.



Kassandra Timothe, born and raised in North Miami has a great historical perspective of the City, which helps her in her role as the Public Information Officer. As Public Information Officer, Cassandra is responsible for the oversight of media relations and community outreach for the City. Her responsibilities include public relations, marketing and advertising placement and crisis communications. She works with all of the City departments on outreach strategies for the promotion of events, programs and services.



Hector Llevat has served with the Miami-Dade Police Department for over 22 years. Joining the Department in 1994, he has been promoted through all civil service ranks and was most recently promoted to the position of Police Major in 2013. During his tenure, Major Llevat's assignments have included uniform patrol, field training and evaluation, and investigative positions. In his current capacity, Major Llevat oversees the Department's community and youth outreach programs as well as its media relations functions, which includes managing its robust social media portfolio.



Evan Owen is the Communications and Protocol Manager for the city of Doral, Florida. A veteran diplomat and human rights campaigner, Evan ran the press office for the Bureau of Democracy, Human Rights and Labor at the U.S. Department of State where he regularly worked with the diplomatic press corps and served on the several crisis response teams including Pastor Terry Jones and the Innocence of Muslims video.

Cyber Security: How Vulnerable is Municipal Government and Why?

Don't miss this seminar that will walk you through a municipal government data breach case study. Panelists have firsthand experience about the ins and outs of cyber security and how it impacts municipal government. They will walk you through a case study of a data breach that occurred at a Miami-Dade municipality where files were held for ransom. What left the municipality open to a cyber-attack? How was it addressed? What safe guards are in place now? Don't miss this eye-opening seminar. What you learn will put your municipality at the leading edge of cyber security.



Ramiro J. Inguanzo is the Assistant Village Manager for Bal Harbour Village where he also serves as the Director of Tourism/Economic Development/Communications and Human Resources. Previously, he served as the Chief of Staff to the City Manager and Director of Human Resources/Labor Relations for the City of Miami Beach for nearly 12 years. Ramiro has also served as the Senior Advisor to the College President at Miami Dade College and since 2005, has taught as an Adjunct Professor there teaching courses in Government. From 2006 to 2008, Ramiro served as the president of the Miami-Dade City/County Management Association, a professional organization that brings together the top management from all municipalities throughout Miami-Dade County.



Ryan Anassori is the Vice President and Partner at International Data Consultants (IDC). Mr. Anassori has over 30 years of experience in Information Technology. He has held both technical and management positions in Software Development, VAR and Information Technology Consulting firms. He graduated from the University of Tampa with a Bachelor of Arts in Psychology, with minors in Computer Science and Applied Mathematics. During his tenure with IDC, he has also served as virtual CIO and virtual IT Director for a number of clients including local municipalities.



Mike Capote, CFE, CIPT, PMP has nearly 20 years of international IT leadership and systems implementations experience in a variety of government, private, and public organizations. He has served as the Global Privacy Officer for Burger King Worldwide and has been responsible for IT security, governance, and regulatory compliance initiatives. Mr. Capote is a Certified Fraud Examiner, a Certified Privacy Professional, a PMP, and holds Masters degrees in Public Administration and Criminal Justice. He is also a Ph.D. Candidate at the Askew school of Public Administration and Policy, a graduate of the F.B.I.'s citizens academy, and a member of Infragard, an information sharing partnership between the FBI and the private sector.



Charles "Brad" Leopard supervises the United States Secret Service Miami Electronic Crimes Task Force. Brad has more than fifteen years of experience working cyber investigations and conducting digital forensic examinations. Brad currently instructs computer forensic classes for federal and state law enforcement agencies and manages incident response for large data breach investigations. Brad received a Master's Degree in Cyber Systems and Operations from Naval Postgraduate School.

A Conversation with Three Chief Resilience Officers

100RC is a \$164 million effort founded by The Rockefeller Foundation in 2013, focused on helping cities around the world build resilience to the social, economic, and physical challenges of the 21st century. As members of the 100RC Network, Greater Miami & the Beaches, (Miami-Dade County, the City of Miami and the City of Miami Beach) are receiving support for Chief Resilience Officers (CROs) – innovative new positions within local government. A CRO to be appointed at the City of Miami will partner with Miami-Dade County CRO James Murley and Miami Beach CRO Susanne Torriente and will work directly with county and city leaders to develop a joint Resilience Strategy. The county and cities will receive technical support through 100RC to develop a Resilience Strategy that reflects the region's collective needs and its capacity to address them, along with the support and services to implement that vision. This strategy will involve outreach to and coordination with the other 32 municipalities in the region.



Jimmy L. Morales, Esq. was appointed as city manager for the City of Miami Beach effective April 1, 2013. Morales has nearly 20 years of experience in government serving as a local attorney, administrator and public servant. His significant roles in government administration and elected office have earned him a reputation as an advocate for citizens and ethics. Born and raised in Miami Beach, Morales graduated as salutatorian from Miami Beach Senior High School. In 1984, he graduated magna cum laude from Harvard University and was inducted as a member of Phi Beta Kappa. He went on to graduate magna cum laude from Harvard Law School in 1987.



Susanne M. Torriente joined the City of Miami Beach in September 2015 as Assistant City Manager (ACM) and Chief Resiliency Officer (CRO). Her sustainability and resiliency portfolio includes Planning, Building, Code Compliance, and Environment & Sustainability. The City of Miami Beach is a leader and pioneer in adaptation efforts in South Florida. As she CRO is build on that foundation to develop an action-oriented citywide resiliency strategy and a broader Greater Miami & the Beaches 100 Resilient Cities Strategy supported by the Rockefeller Foundation. She is also on the board of the Association of Climate Change Officers (ACCO). In 2009, Susanne was appointed Miami-Dade County's first Sustainability Director and became a founding member of the Southeast Florida Regional Climate Compact staff steering committee. This regional collaboration has afforded her the opportunity to share the South Florida story around the world.



James F. Murley was recently appointed Chief Resilience Officer for Miami-Dade County by Mayor Carlos Gimenez. Miami-Dade County, in partnership with the Cities of Miami Beach and Miami, is now participating in the Rockefeller 100 Resilient Cities Program. Jim served as Secretary of the Department of Community Affairs under Governor Lawton Chiles and was appointed by Governor Charlie Crist to serve as Chair of the Florida Energy and Climate Commission. Previously he served as Executive Director of 1000 Friends of Florida, spent over 10 years with Florida Atlantic University overseeing research on urban and environmental issues and served as the Executive Director of the South Florida Regional Planning Council. He is former Vice-Chair of the Miami-Dade County Sea Level Rise and was recently appointed to the City of Miami Sea Level Rise Committee. He is a founding Board member of the American Society for Adaptation Professionals and a Fellow of the National Academy of Public Administration.

2:30 p.m.-3:45 p.m.: Concerto Ballroom D

M-DCPS - Understanding the State's Education Accountability System, School Grades and District Turnaround Efforts

Annually the state assigns a letter grade to Miami-Dade public schools as part of the state's accountability system. The school grade is based on the performance of students on state assessments that measure competency on Florida Standards. Learn how the school grade is developed and the strategies that the Miami-Dade County Public Schools (MDCPS) uses to provide differentiated support and resources to its schools and students.



Iraida R. Mendez-Cartaya serves as Associate Superintendent of the Office of Intergovernmental Affairs, Grants Administration, and Community Engagement for Miami-Dade County Public Schools and oversees legislative issues and intergovernmental relations at local, state, federal, and international levels for the nation's fourth-largest school district. She is responsible for the development and successful attainment of the school board's legislative platform and for maintaining positive relations with elected officials representing Miami-Dade County.



Dr. David K. Moore, as a former principal, had the opportunity to serve in some of the lowest achieving schools in the District. While in these schools, he was able to demonstrate significant improvement in student achievement, such as increasing the school's graduation rate from 45% to 78% and the school grade from a "D" to an "A" and maintained the "A". As an administrative director, Dr. Moore had the opportunity to develop and organize a specific support system which aligned and monitored the support provided to 108 of the District's most fragile schools. Under his leadership, he realigned his team to ensure they supported the development of sustainable practices within the schools. Due to this alignment and systematic thinking, schools experienced significant rates of improvement while at the same time requiring less support from the District. As of June 2014, Dr. Moore became the Assistant Superintendent of the Division of Academic Support. He oversees the Education Transformation Office, Student Services, and the Office of School Improvement. Dr. Moore has effectively shifted District support staff to maximize support provided to schools without compromising the quality of support.



Gisela Feild has worked in Miami-Dade County Public Schools for the past 30 years. She is the Administrative Director in Assessment, Research and Data Analysis. She holds a Bachelor and Master's degree in Computer Science from Florida International University. In addition to her role as Administrative Director, Ms. Feild serves as the liaison to the Florida Department Of Education on the State's Accountability system. Her office oversees the preparation, organization and dissemination of all data and analyses requested by internal stakeholders, the Florida Department of Education (FDOE) and external agencies.



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