



## MEMORANDUM

Agenda Item 15(C)1

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TO: Honorable Chairman Dennis C. Moss, and  
Members, Board of County Commissioners

DATE: January 22, 2009

FROM: Honorable Harvey Ruvin, Clerk  
Circuit and County County Courts

SUBJECT: Re-appointment of Albert Collazo  
and the appointment of  
Rev. Ted Greer to the Health  
Council of South Florida, Inc.

Kay M. Sullivan, Director  
Clerk of the Board Division

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It is recommended that the Board consider reappointing Mr. Albert Collazo and appointing Rev. Ted Greer to the Health Council of South Florida for a period of two years, as recommended by the Health Council of South Florida, Inc. Nominating Committee. In accordance with Florida Statutes 408.033, the Health Council of South Florida, Inc. Nominating Committee has submitted the applications and resumes of Mr. Collazo and Rev. Greer as qualified candidates for appointment to the Board of Directors of the Health Council of South Florida, Inc. Rev. Greer will fill the seat vacated by Ana Rita Gonzalez, who resigned her position on the council.

Florida Statutes provide for the county commission having jurisdiction in the respective district to appoint the members to the Council.

Attached for your information and review is a copy of the applications, resumes and the letters of nomination for Mr. Collazo and Rev. Greer.

KMS:sm  
Attachments



Officers

Albert Collazo  
Chair

Jose Perdomo, M.H.S.A., J.D.  
Vice Chair

Ed Rosasco, FACHE  
Treasurer

Debra S. Walker, Ph.D.  
Secretary

December 22, 2008

Shania Moore  
Office of the Clerk of the Board  
Dade County Board of County Commissioners  
111 N.W. 1st Street, Suite 17202  
Miami, Florida 33128

Board Members

Kim Bassett, M.B.A., B.S.N.

Melvyn Fletcher, M.D., F.A.A.P.

Nelson Lazo

Fermin Leguen, M.D.

Kerry Shelby, C.P.A.

Fred Stock, M.S.W., L.N.H.A.

Dear Ms. Moore:

The Health Council of South Florida Inc. (Council) is pleased to submit the application of the Rev. Ted Greer to the Board of Directors in the category of Consumer <60 for a two year term. The seat became vacant due to the resignation of Ana Rita Gonzalez. The Council's Nominating Committee convened to review applications in accordance with Council Bylaws and recommends the appointment of Rev. Greer to the Council's Board of Directors. Rev. Greer's application form and resume are attached.

If possible, we respectfully request that this application be submitted to the Commissioners for appointment at the next County Commission Meeting. Please feel free to contact me, or Wendy Sejour, Manager, Operational Affairs, at 305-592-1452, ext. 116 should you need any additional information.

President & CEO

Marisel Losa, M.H.S.A.

Sincerely,

Marisel Losa  
President & Chief Executive Officer

An Equal  
Opportunity  
Employer

enclosure

Please note: Applicants must reside in Miami-Dade County

CANDIDATE FOR NOMINATION TO SERVE ON THE LOCAL HEALTH COUNCIL  
DISTRICT XI, MIAMI-DADE COUNTY

NAME REV DR. TED GREER, JR.

BUSINESS ADDRESS P.O. BOX 462 TEL 305-301-8380

Goulds, FL 33170 FAX \_\_\_\_\_  
(City, State Zip Code)

BUSINESS EMAIL ted.greer@bellsouth.net

RESIDENCE ADDRESS 7915 SW 193<sup>RD</sup> SB TEL 305-378-6144

Cutler Bay, FL 33157 FAX 305-969-7717  
(City, State Zip Code)

MALE  FEMALE \_\_\_\_\_ BLACK  CAUCASIAN \_\_\_\_\_ OTHER \_\_\_\_\_ HISPANIC \_\_\_\_\_ AGE 60 OR OLDER \_\_\_\_\_

TYPE OF SEAT: PURCHASER \_\_\_\_\_; PROVIDER \_\_\_\_\_; CONSUMER

EMPLOYER SOCIAL MARKETING WORKFORCE, INC.

NATURE OF BUSINESS/PROFESSION SOCIAL MARKETING & OUTREACH

IF CORPORATION, INDICATE TITLE & DUTIES PRESIDENT & CEO

PERTINENT BIOGRAPHICAL INFORMATION (Resume or Curriculum Vitae may be attached)

See attached BID.

I, (candidate's name) TED GREER, JR., a citizen of the United States, and a duly qualified elector of Miami-Dade County, would, if appointed, be willing and able to discharge the responsibilities and functions of a member of the Local Health Council. I declare that I do not serve on another board, agency or advisory group created and/or funded by the Miami-Dade County Commission.

CANDIDATE'S SIGNATURE [Signature]

12/1/05 DATE

**Rev. Dr. Ted Greer, Jr.**  
**Chief Executive Officer**  
Social Marketing Workforce, Inc.  
Cutler Bay, Florida  
Ted\_greer@bellsouth.net (305) 301-9380

Dr. Ted Greer is the Chief Executive Officer of Social Marketing Workforce, Inc. (SMW) based in Cutler Bay, Florida. SMW's mission is to serve as the leading resource and partner for governmental entities, faith-based, non-profit, academic, research and civic organizations in the planning and implementation of programs designed to bring about social, behavioral and lifestyle changes. SMW help its partners influence social change by employing effective strategic, proven approaches to best target and engage the intended audience to believe that the benefits they receive will be greater than the costs they incur.

Dr. Greer also serves as the Senior Vice President of the South Dade Children's Resource Network (Network). The Network is an innovative service partnership program funded by The Children's Trust and is designed to improve the lives of children and their families by connecting a family's natural support system with other services within their communities. The Network brings together various child- and family-serving agencies in a service partnership, giving families a single point of access to appropriate, effective, coordinated services.

The primary goal of the Network is to support children and families before a situation becomes a crisis—ultimately preventing abuse and neglect from ever occurring and keeping children and families out of the child welfare system, empowering them to remain safe at home. This will be accomplished by a network of agencies and individual partners from a variety of disciplines and backgrounds in the five targeted communities of Naranja, Goulds, Cutler Bay, Perrine and Richmond Heights.

Prior to his role at South Dade Children's Resource Network, Dr. Greer served as the Assistant Vice President of Programs and Community Initiatives for Health Choice Network (HCN) in Miami, Florida. HCN is a national model of successful collaboration among 26 community health centers with 145 sites located in Florida, New Mexico, and Utah. Member health centers provide comprehensive primary and preventive health care to more than 450,000 patients in underserved communities, including more than 220,000 uninsured patients and 100,000 Medicaid beneficiaries. HCN, a not-for-profit organization, helps member centers to offer high-quality health care, utilizing the latest health information technology, and to operate with greater efficiency in today's challenging health care marketplace.

Dr. Greer was responsible for overseeing the planning, implementation and operations of the nationally recognized, faith-based Healthy Body, Healthy Soul Program. The program encompasses several disease prevention and health promotion initiatives addressing health disparities in Black and Hispanic communities, including pediatric asthma, diabetes, breast, cervical and lung cancer projects. Dr. Greer forged partnerships among federally qualified community health centers, churches, academic institutions, hospitals, and other community-based organizations in Miami-Dade County, Ft. Myers, Broward County, and Tampa. He has

implemented disease prevention strategies that include outreach to indigent and uninsured populations, training for clergy members, lay health educators, outreach workers, social workers and case managers, and disease prevention education through home visits. He also coordinated educational seminars and conferences, as well as community- and church-based health screenings.

As Assistant Vice President of Programs and Community Initiatives for HCN, Dr. Greer directed the Healthy Body, Healthy Soul Jessie Trice Cancer Prevention Project. This project honors the late community health advocate, Jessie Trice, with a community-based effort to reduce cancer rates and promote early detection through education and screening. Initially focused on lung cancer, the Project has now expanded to include outreach initiatives in prostate, breast and cervical cancers, all of which disproportionately affect minority and low-income populations. The Project has reached more than 20,000 men, women and children in Miami-Dade, Lee and Pasco Counties in the past six years. Dr. Greer is a strong advocate for the inclusion of underserved Black and Hispanic populations in local, national and international cancer research studies and increased funding for research targeting these communities. Dr. Greer also provided oversight of the Health Connect in our Schools initiative, operating in more than 72 Miami-Dade County Public schools, participatory research activities, as well as a Senior Immunization Program.

To maintain his divine calling to ministry and his personal faith, Dr. Greer serves as the Senior Pastor of Ebenezer Community Church in Goulds, Florida. Dr. Greer is a sought-after local and national speaker on faith and faith-based health promotion initiatives. He has been interviewed on local and national radio and television regarding faith, health and social services issues. His conference speaking portfolio includes presentations at prestigious academic and research institutions such as Cornell University, University of California, University of Miami, Nova University, the City of Hope Cancer Center, Miami-Dade College, and the Florida Department of Health's Comprehensive Cancer Control Leadership Institute. In recognition of his history and reputation of advocating for the homeless, Dr. Greer was appointed by Alex Penelas, former Mayor of Miami-Dade County (1996-2004), to represent the faith community on the Miami-Dade County Homeless Trust's Homeless Prevention Committee. Dr. Greer has been recruited on numerous occasions by the U.S. Department of Health and Human Services Bureau of Primary Health Care's Faith-Health Leadership Conference and by the U.S. Department of Housing and Urban Development (HUD) to speak in Miami and Washington D.C. to local and national faith and health leaders regarding Health Choice Network's Healthy Body, Healthy Soul model, and best practices for faith-based health disparities initiatives.

Dr. Greer is a vocal and active community and faith leader. His strong commitment to community and volunteerism is evidenced by his countless volunteer hours serving on the Board of Directors of several local and national organizations, including the American Heart Association, American Cancer Society, and the American Lung Association of South Florida. He also serves as a member of the American Cancer Society Florida Division's Colorectal Cancer Operating Committee, and is chairman of the society's Black Disparity Cancer Committee. He is a past Chairman of the Goulds Coalition of Ministers and Lay People, and is the current Vice-Chair of Unique Coalition of Minority Businesses of South Dade, also known as U-COMB.

Dr. Greer's 25-year achievements in both a professional and volunteer capacity have earned him numerous honors and awards, including being selected as a Finalist from among 700 candidates nationally for the Robert Wood Johnson Community Health Leadership Award. Dr. Greer holds a Bachelor's degree in Social Work, a Master's degree in Health Care Administration, and his Doctoral degree in Urban Ministry from Christian Bible College in Rocky Mount, North Carolina.

Dr. Greer is married to Olivia Elaine Greer for 11 ½ years. They have two young daughters, Keziah Elaine 8 ½ and Kereyne Candis 3 ½.

December 2, 2008

Officers

Liz Kern, B.S.N., M.S.  
Chair

Albert Collazo  
Vice Chair

Kerry Shelby, C.F.A.  
Treasurer

Ana Rita Gonzalez, Sc.D.  
Secretary

Shania Moore  
Office of the Clerk of the Board  
Dade County Board of County Commissioners  
111 N.W. 1st Street, Suite 17202  
Miami, Florida 33128

Dear Ms. Moore:

Board Members

Kim Bassett

K.K. Bentil, Ph.D.

Melvyn Fletcher, M.D., F.A.A.P.

Fermin Leguen, M.D.

Jose Perdomo, M.H.S.A., J.D.

Ed Rosasco, F.A.C.H.E.

Fred Stock, M.S.W., L.N.H.A.

Debra S. Walker, Ph.D.

The Health Council of South Florida Inc. is pleased to request the reappointments of Mr. Albert Collazo to the Board of Directors. His current term of office expires on December 31, 2008. The re-appointment is for a two-year term. The placement category is listed below:

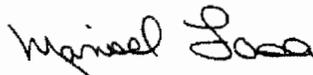
- Albert Collazo Purchaser

Mr. Collazo is an active Board member. The Nominating Committee reviewed his status and determined that he is in good standing and eligible for reappointment. A reappointment application accompanies this nomination letter to serve on the Local Health Council District XI, Miami-Dade County". If possible, we would like to have this name submitted to the Commissioners for reappointment at the next County Commission Meeting.

President & CEO

Marisel Losa, M.H.S.A.

Sincerely,



Marisel Losa  
President & Chief Executive Officer

An Equal  
Opportunity  
Employer

enclosure

Please note: Applicants must reside in Miami-Dade County

CANDIDATE FOR NOMINATION TO SERVE ON THE LOCAL HEALTH COUNCIL  
DISTRICT XI, MIAMI-DADE COUNTY

NAME ALBERT COLLAZO

BUSINESS ADDRESS 17190 SW 153 Court TEL 305 297 9043  
(Street)  
MIAMI, FL 33187 FAX 305.233.0816  
(City, State Zip Code)

BUSINESS EMAIL albertpharma@hotmail.com

RESIDENCE ADDRESS 17190 SW 153 Court TEL 305.2336844  
(Street)  
MIAMI, FL 33187 FAX \_\_\_\_\_  
(City, State Zip Code)

MALE  FEMALE  BLACK  CAUCASIAN  OTHER  HISPANIC  AGE 60 OR OLDER

TYPE OF SEAT: PURCHASER \_\_\_\_\_; PROVIDER \_\_\_\_\_; CONSUMER \_\_\_\_\_

EMPLOYER Pharma

NATURE OF BUSINESS/PROFESSION Pharmaceutical Industry

IF CORPORATION, INDICATE TITLE & DUTIES Hispanic Alliance Development  
Director

PERTINENT BIOGRAPHICAL INFORMATION (Resume or Curriculum Vitae may be attached)

Attached

I, (candidate's name) Albert Collazo, a citizen of the United States, and a duly qualified elector of Miami-Dade County, would, if appointed, be willing and able to discharge the responsibilities and functions of a member of the Local Health Council. I declare that I do not serve on another board, agency or advisory group created and/or funded by the Miami-Dade County Commission.

[Signature]

CANDIDATE'S SIGNATURE

DATE

**ALBERT COLLAZO**  
17190 Southwest 153 Court  
Miami, Florida 33187  
(305) 297-9043  
albertcollazo@bellsouth.net

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**HIGHLIGHTS:** Progressive and diversified accomplishments in public relations, strategic communications and alliance development, health and social services administration; with experience in:

- Hispanic health access
- Community and legislative affairs
- Multi-cultural community-based outreach and education
- Diversity program development and implementation
- Social marketing and public relations
- Multi-disciplinary planning and interagency coordination
- Health promotion and marketing

**PROFESSIONAL EXPERIENCE:**

01/02-Present: *Hispanic Alliance Development Director*

**PhRMA, Pharmaceutical Research and Manufacturers of America, Washington, DC**

Responsible for identifying, cultivating and maintaining strategically targeted community outreach and education activities for the national pharmaceutical trade association. Primary activities target minority populations throughout the nation and diverse communities to ensure improved access to health care and treatment, patient assistance and innovation, and reducing racial and ethnic disparities in accessing needed health services.

11/96-3/02: *Government Operations Consultant*

**Florida Department of Health, Office of Public Health Information, Legislative & Community Affairs, Miami, Florida.**

Administrative responsibility for all aspects of public affairs for the Miami-Dade County Health Department; including health promotion, media relations, Legislative and community affairs. Also provides technical assistance with legislative advocacy and program support for health education and awareness. Successful in securing over 2.5 million dollars yearly for targeted health programs.

11/94-11/96: *Senior Human Services Program Specialist*

**Florida Department of Health and Rehabilitative Services, Aging & Adult Services, Miami, Florida.**

Develop improved communication strategies internally, across multiple disciplines and with community-based providers. Responsible for assessment, planning and evaluation of elder and disabled programs and the development of community based integrated service delivery systems.

12/93 - 05/95: *Senior Management Consultant*

**The Logan Management Group, Inc., Miami, Florida.**

Responsible for the management of a South Dade social service study to determine implications post-Hurricane Andrew. Major accomplishments include a multi-agency funding analysis, inter-related community needs assessment, and analysis of human services resources. Completed a multi-disciplinary, comprehensive needs assessment and designed the revised service delivery system to be culturally competent and responsive to the needs of the target population.

03/93 - 11/93: *Project Manager*

**University of Miami/Annie E. Casey Foundation, Miami, Florida.**

Responsible for the development and implementation of a family-focused, multi-disciplinary, multi-cultural approach to social service delivery, financed by a planning grant from the Casey Foundation.

02/92 - 03/93: *Community Relations Director*  
**Florida Department of Health and Rehabilitative Services, Office of External Affairs, Miami, Florida.**

Responsible for all facets of community relations including program and community development, event coordination, volunteer recruitment, and the procurement and disbursement of contributions. Developed partnerships with corporate and civic entities in order to establish interagency initiatives for improved service outcomes.

11/89 - 02/92: *Information Specialist*  
**Florida Department of Health and Rehabilitative Services, Landmark Learning Center, Miami, Florida.**

An administrative position responsible for communication services, community relations, and the Volunteer Services Department. Specializing in the dissemination of information to the community through press releases, newsletters, speeches and presentation materials designed to maintain a favorable public image, while promoting community awareness and funding solicitation.

**CONSULTATION** Little Havana Activities & Nutrition Centers Executive Board, 2008  
National Hispanic Council on Aging Corporate Board, 2006-2008  
National Puerto Rican Coalition Corporate Board, 2005-2008  
Mental Health Association of South Florida, Advisory Board, 2003-2007

**AND BOARD** Health Council of South Florida President & Executive Committee member, 2002-2008

**MEMBERSHIPS:** National Art Exhibitions by the Mentally Ill (NAEMI) Vice-President, 2002-2008  
Florida State Hispanic Chamber of Commerce, Chariman, 2003-2008  
Miami-Dade County Mayor's Health Care Task Force, 2002  
Victory for Youth Board of Directors, 1998-2004  
CDBG Block Grant recipient, Miami-Dade County Health Department, 1998-2002  
Hispanic Elderly Diabetes Initiative, Little Havana Activities & Nutrition Centers  
Ticketmaster International Community Affairs Consultant, 1997  
Human Services Coalition member, 1997,1998  
Community Congress for Children, 1996  
Family Preservation and Support Services Grant Coordinator, 1995  
Community Works Empowerment Model, 1995-1996  
City of Miami Police, Crime Prevention Council, 1993  
Metro/Miami Tourist Crime Prevention Council, 1993  
Landmark Community Advisory Board, Chairman 1990-1992  
Directors of Volunteers in Agencies-Member, 1989- 1991  
National Academy of Television Arts and Sciences (NATAS)-Member, 1988  
American Marketing Association (AMA), 1988

**EDUCATION:** **St. Thomas University**  
Major-Communication Arts, Honors Graduate, 1989  
Deans List: St. Thomas University, 1986-89, SGA vice-president, 1986-87

**SPECIAL STUDIES:**

- o University of Chicago Graduate School of Business, Executive Leadership
- o Mexican-American Solidarity Foundation Fellowship, DF, Mexico
- o Social Marketing in Public Health, University of South Florida
- o The Grantsmanship Seminar
- o University of Maria Christina, Madrid, Spain
- o Accelerated Schools-Mortgage Broker
- o Century 21 Real Estate School

**PERSONAL SKILLS:** Computer proficiency in Microsoft Office Programs, WordPefect and desktop publishing.

**LANGUAGES:** Fluently speak, read and write English and Spanish.

**REFERENCES:** References, letters of recommendation and transcripts available upon request.