



MEMORANDUM

Agenda Item 15(C)1

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

DATE: March 16, 2010

FROM: Honorable Harvey Ruvin, Clerk
Circuit and County Courts

SUBJECT: Appointment of Enrique C. Falla
and John E. Dixon, Jr. to the
Social Economic Development
Council of Miami Dade County

Diane Collins, Acting Division Chief
Clerk of the Board Division

Diane Collins

It is recommended that the Board consider the appointment of Enrique C. Falla and John E. Dixon, Jr., to serve as members of the Social and Economic Development Council (SEDC) for Miami-Dade County.

Miami-Dade County Ordinance 02-120, adopted by the Board of County Commissioners on July 9, 2002, established the Council and the initial members of the Council. The Office of Community and Economic Development, Community and Economic Development Division, on behalf of the SEDC, has submitted the names of Enrique C. Falla and John E. Dixon, Jr., as eligible nominees to fill two vacant seats on the Council.

The nominee's resumes are attached for your review.

DC/sm
Attachment

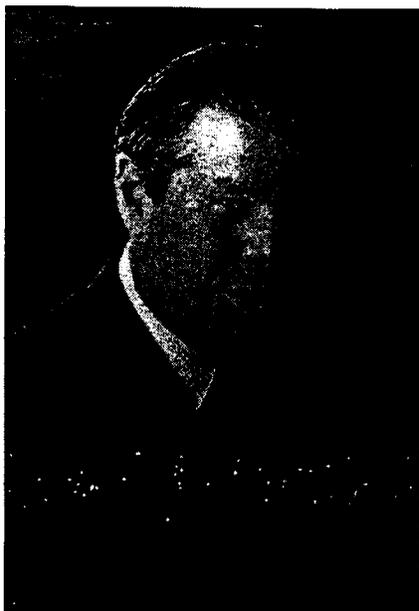
Falla, Smith & Associates, Inc.

Enrique C. Falla

President

600 Grapetree Dr.
Suite 4 BS
Key Biscayne, Fl 33149

Telephone : (305) 361-3044
Fax : (305) 361-1426
E-mail : efalla@aol.com



Enrique C. Falla

**Former Executive V.P.,
CFO, and Director
The Dow Chemical Company**

Enrique C. Falla is former executive vice president, CFO, and director of The Dow Chemical Company, Midland, Michigan.

Falla began his career in Coral Gables, Florida, headquarters for Dow Latin America, in 1967 as a financial staff assistant. In 1970, he moved to the Corporate Treasury Department in Midland. Reassigned to Dow Latin America in 1971, he served as Area treasurer, general manager of the Mexico Region, director of Administration, and director of Business Development. In 1979, he was appointed commercial vice president for Dow Latin America. Falla became president of Dow Latin America in 1980. He was named financial vice president in January 1984 and was appointed to the Board of Directors in July 1985. He was named CFO in 1989 and elected executive vice president in May 1991. He became senior consultant in May 1997.

Falla has served as a director of The Dow Chemical Company, Dow Corning Corporation, Kmart Corporation, Marion Merrell Dow, Comerica Bank-Midland, Sun Bank, Flagship National Bank of Miami, Bank Mendes Gans in Holland, the Netherlands, International Center of Florida-Coral Gables, and the North American-Chilean Chamber of Commerce-New York. Additionally, he has served as a member of the Board of Trustees for the Council of the Americas, New York, and the Citizens Board of the University of Miami. He is currently a director of the Guidant Corporation and a member of the Board of Trustees of the University of Miami.

Falla was named one of the leading financial officers in the U.S. industry in 1986, 1989, 1990, and 1993 by "Institutional Investor" magazine and received the FACE Award in 1989.

Falla, a citizen of the United States, was born in Cuba. He earned a bachelor's degree in business administration and a master's degree in economics/finance from the University of Miami.

Falla and his wife, Lucrecia, have two children, Ileana and Enrique, and five grandchildren.

John E. Dixon, Jr.
71 N.W. 93rd Street
Miami Shores, Florida 331650
(305)759-4727-Home
(786)218-6542-Cell
(305)579-3618-Office

Education

John C. Smith
University of Charlotte
North Caroline

Bachelor of Arts
Degree Political
Science – 1978

University of North Carolina at
Charlotte, North Carolina

PROFESSIONAL EXPERIENCE

Executive Director, Miami Dade Economic Advocacy Trust 12/09-Present
Interim Director, Metro-Miami Action Plan Trust 01/08-12/09

Responsibilities:

- Plan, direct and implement programs designed to achieve agency goals and policies as established by the MMAP Trust
- Supervise the coordination of an affordable housing program, economic development, education, health and criminal justice initiatives
- Develop agency activities such as community meeting, annual conferences and function as liaison with public and private sector representatives on social and economic issues
- Direct and oversee agency public relations functions, media release, video presentations and brochure publications
- Monitor the fiscal general fund budget, as well as dedicated sources of funding for agency programs
- Establish and maintain effective working relationships with the Board of County Commissioners, senior county management and officials in other County, local, state and federal agencies.
- Advise and inform individuals, community leaders and community based organizations on matters pertaining to the Black Community

DEPUTY DIRECTOR, METRO-MIAMI ACTION PLAN TRUST 06/06 – 01/08

Responsibilities:

- Assist the Executive Director in the planning and the administration of agency

- Supervisor and direct key staff to achieve optimum programmatic results in the areas of housing, economic development, education, health and criminal justice
- Assist the Executive Director in the formulation of policies for effective operations and help ensure the implementation of policies adopted by the Board of Trustees
- Provide leadership in the preparation of department budgets and human resources matters

EXECUTIVE DIRECTOR, THE BLACK BUSINESS ASSOCIATION 5/00- 06/06

Responsibilities:

- Planned, directed and implemented programs designed to achieve goals and policy objectives established by the Black Business Association (BBA)
- Worked with print, radio and electronic media to market and promote the BBA
- Managed office staff
- Developed and manage budget
- Served as a liaison to interact with the public and private sector as well as community based organizations
- Informed local public and private sector officials of Black business concerns
- Worked with local officials regarding legislative matters concerning Black businesses
- Advocated the concerns of Black businesses
- Worked with Black businesses to obtain contract opportunities
- Implemented contract initiatives with public and private sector entitled
- Facilitated Board of Directors meetings

Special Projects:

Developed and implemented Fundraiser-Black Business Association Annual Gala

- Coordinate Gala production
- Selected Gala theme
- Secured venue and negotiate service contract
- Identified Gala honorees with Board of Directors
- Contacted entertainment book agent and negotiated fees
- Reviewed invitation and program book design with graphic artist for printing
- Reviewed honoree award design
- Arranged for air and ground transportation for entertainers
- Created marketing plan

Developed and Implemented Economic Development Initiatives HOPE VI Beautification and Housing Rehabilitation Program

- Developed Beautification and Housing Rehabilitation Program in conjunction with Miami-Dade Housing Agency, Miami-Dade County Dept. of Business Development and HJ Russell Company
- Developed and implemented program to obtain Miami-Dade County CSBE, DBE, BBE, HBE and WBE certification for contractors to participate in the program
- Complete required certification for contractors and scheduled meetings with DBD staff to file applications
- Coordinated local print and electronic media marketing plan to inform contractors of program
- Conducted contractor seminars to discuss requirements and program participation
- Reconciled budgeted contract awards for program compliance
- Served as a member of the HOPE VI Task Force

South Florida Water Management District

- Developed and coordinated the SFWMD Florida Everglades Restoration Project outreach seminars to secure Black contractor participation in Miami-Dade County
- Worked with District staff to develop strategic plan
- Developed and implemented budget for outreach initiatives and reviewed project bid opportunities with SFWMD staff
- Conducted contractors to attend outreach initiative
- Organized local print and electronic media marketing plan and participated in talk shows to promote the program
- Facilitated seminars with Miami-Dade County elected officials, SFWMD procurement director, District engineers and the Army Corp of Engineers
- Completed SFWMD certification applications for contractors
- Conducted follow-up sessions with contractors to discuss program opportunities

American Airlines North Terminal Project

- Developed and implemented a program plan with AANTP Minority Contractors Division to secure minority contractors to participate in the construction of the new terminal
- Coordinated and participated in monthly workshops to introduce and discuss design and building phases of work that included minority goal participation, bonding concerns and other pertinent issues
- Maintained active list and reports of work completed by minorities
- Established a construction reading room at the BBA for architects, engineers, and contractors to review project plan

THE MIAMI-DADE/MONROE WAGES COALITION

3/99- 5/00

Tenure at the Miami-Dade/Monroe WAGES Coalition includes the following positions:

Director, Corporate Relations
Assistant to Executive Director

Responsibilities:

- Supervised staff and policy of the department
- Maintained department budget
- Implemented workforce initiatives directed by State WAGES Board and local Board of Directors
- Developed strategies to market business incentives
- Facilitated presentations for private/public sector and community based organizations regarding the WAGES Coalition business incentives
- Worked with federal agencies, state and local officials to develop legislative needs for welfare-to-work issues

Assistant to the Executive Director

Responsibilities:

- Supervised Board of Directors liaison staff
- Worked with Executive Committee and Board of Directors regarding program matters
- Advised Executive Director of fiscal, legal and economic development issues
- Represented the Executive Director at public/private sector and community meetings
- Reviewed legislative initiatives for program coordination

Miami-Dade County Commissioner Dorrin D. Rolle
CHIEF OF STAFF

2/98 - 3/99

Responsibilities:

- Supervised staff at Commission and district offices
- Managed office budget
- Developed and reviewed legislation
- Interfaced with the Mayor's, County Manager's and departmental offices concerning Commission issues
- Worked with private sector to develop economic development projects

- Coordinated community based organization meetings to discuss citizen issues

Beacon Council

6/93 - 2/98

Tenure at the Beacon Council includes the following positions:

- Director, Urban Initiatives
- Manager, Business Expansion /Retention

Director Urban Initiatives

Responsibilities:

- Determined inventory of available buildings for industrial and commercial development within targeted urban areas

Tenure at Miami-Dade County, Departments of Human Resources and Office of Minority Business Development includes the following positions:

- Administrative Officer, Office of the Department Director, Department of Human Resources
- Administrative Officer, Architectural and Engineering Section, Minority Business Development

Administrative Officer, Department of Human Resources

Responsibilities:

- Developed and implemented projects for Department Director
- Represented the Department and Director in public and private sector meetings
- Served on departmental committees concerning policy issues
- Worked with the Mayor's and County Manager's offices regarding the development of programs
- Provided human service information to community based groups

Special Program

Non-Violent Weekend

Developed and implemented non-violent conflict resolution initiative funded by the Metro-Miami Action Plan that addressed violence in countywide urban communities.

- Worked with public and private sector individuals, education community, clergy, law enforcement and community groups to organize event
- Developed budget
- Created and executed marketing and promotions plan

- Partnered with Miami-Dade County Schools to coordinate non-violent drawing and essay contest
- Worked with Miami-Dade Police Department to implement student contest winners to visit Grand Cayman Islands to participate in non-violent program
- Reviewed statistics with police department concerning weekend criminal activity
- Appeared on television and radio talk shows to highlight program

Administrative Officer – Office of Minority Business Development

Responsibilities:

- Reviewed and certified architectural and engineering affirmative action plans for Miami-Dade County
Appointed by County Manager to serve on A&E selection panel that included airport, seaport, public works, transportation and parks and recreation projects
- Made recommendations to the County Manager regarding contract awards
- Served on contract negotiations committee
- Developed seminars for firms concerning compliance issues

Affiliations

Leadership Miami

United Way Project Blueprint

100 Black Men of South Florida, Inc.

Omega Psi Phi Fraternity