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CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

MEMORANDUM

Agenda Item No. 8(C)(1)

TO: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

DATE: September 16, 2014

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Resolution approving the re-appointment of Stuart Blumberg, William Perry, III, and T. Gene Prescott and the appointment of Mickey Steinberg, a total of four (4) members to the Tourist Development Council
Resolution No. R-802-14

The accompanying resolution was prepared by the Department of Cultural Affairs and placed on the agenda at the request of Prime Sponsor Commissioner Esteban L. Bovo, Jr.

R. A. Cuevas, Jr.
County Attorney

RAC/lmp

Memorandum

MIAMI-DADE COUNTY

Date: September 16, 2014

To: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Subject: Recommendation of Tourist Development Council Board Appointments

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RECOMMENDATION

It is recommended that the Board adopt the attached resolution approving the appointment of the following nominee: Micky Steinberg; and the re-appointments of the following three (3) nominees to the Tourist Development Council: T. Gene Prescott, Stuart Blumberg and William Perry, III.

BACKGROUND

On April 4, 1978, the Board of County Commissioners adopted Ordinance No. 78-28 pursuant to State Statute No. 125.0104, establishing the Tourist Development Council (TDC). The Ordinance and Statute specify that the TDC is a nine (9) member volunteer board that includes: a County Commissioner, who is appointed by the chair of the governing Board of the County; two (2) elected municipal officials, at least one of whom must be from the most populous municipality in the County; three (3) owners or operators of motels, hotels, or other tourist accommodations in the County and subject to the tourist development tax; and three (3) persons involved in the tourist industry and have verifiably demonstrated interest in the tourist development of Miami-Dade County but who are not owners or operators of motels, hotels, or other tourist accommodations in the County and are subject to the tourist development tax.

Further, all members of the TDC must be electors of the County and shall serve staggered terms of four years as determined in the appointing resolution. As a result of four (4) anticipated vacancies on the TDC Board due to the expiration of current terms, a public nominations process was implemented to fill these positions. These positions require: one (1) elected municipal official, at least one of whom shall be from the most populous municipality in the County; one (1) owner or operator of motels, hotels or other tourist accommodations in the County and subject to the tourist development tax; and two (2) people who are involved in the tourist industry and have a demonstrated interest in tourist development, but are not owners or operators of motels, hotels, or other tourist accommodations in the County and subject to the tax.

In response to the advertisement for nominations, credentials of eligible candidates for the TDC were submitted and reviewed by the Tourist Development Council Nominating Committee. Present at the meeting were: William Talbert, President & CEO, Greater Miami Convention and Visitors Bureau; Stuart Blumberg, Vice-Chairperson, Tourist Development Council; Carole Ann Taylor, Chairperson, Visitor Industry Council; and Michael Spring, Senior Advisor, Office of the Mayor . Based on a thorough review of qualifications, the Tourist Development Council Nominating Committee unanimously voted to recommend these candidates to fill these vacancies on the TDC Board: Commissioner Micky Steinberg, T. Gene Prescott, Stuart Blumberg, and William Perry, III. On May 22, 2014, the Tourist Development Council met and voted unanimously to recommend these candidates to the Board of County Commissioners.

Attached are the biographies summarizing the extensive experience of these nominees in the tourism industry and a chart specifically identifying their professional or civic affiliations and their designated terms.

Michael Spring, Senior Advisor, Office of the Mayor

MEMORANDUM
(Revised)

TO: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

DATE: September 16, 2014

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Agenda Item No. 8(C)(1)

Please note any items checked.

_____ **"3-Day Rule" for committees applicable if raised**

_____ **6 weeks required between first reading and public hearing**

_____ **4 weeks notification to municipal officials required prior to public hearing**

_____ **Decreases revenues or increases expenditures without balancing budget**

_____ **Budget required**

_____ **Statement of fiscal impact required**

_____ **Ordinance creating a new board requires detailed County Mayor's report for public hearing**

_____ **No committee review**

✓ **Applicable legislation requires more than a majority vote (i.e., 2/3's ✓, 3/5's ____, unanimous _____) to approve**

_____ **Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required**

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 8(C)(1)
9-16-14

RESOLUTION NO. R-802-14

RESOLUTION APPROVING THE RE-APPOINTMENT OF STUART BLUMBERG, WILLIAM PERRY, III, AND T. GENE PRESCOTT AND THE APPOINTMENT OF MICKEY STEINBERG, A TOTAL OF FOUR (4) MEMBERS TO THE TOURIST DEVELOPMENT COUNCIL INCLUDING WAIVING TERM LIMITS WHERE APPLICABLE BY A 2/3 VOTE

WHEREAS, On April 4, 1978, the Board of County Commissioners adopted Ordinance No. 78-28, establishing the Tourist Development Council; and

WHEREAS, the Ordinance directs that each member shall be appointed by resolution of the Board of County Commissioners; and

WHEREAS, the Ordinance and section 125.0104 of the Florida Statutes specify that the Tourist Development Council shall be composed of 9 members, including a County Commissioner, who is appointed by the chair of the governing Board of the County, two (2) elected municipal officials, three (3) owners or operators of motels, hotels, or other tourist accommodations in the county and subject to the tourist development tax and three (3) persons involved in the tourist industry but who are not owners or operators of motels, hotels or other tourist accommodations in the County subject to the tourist development tax; and

WHEREAS, the Ordinance specifies that all members of the Council must be electors of the County; and

WHEREAS, the Ordinance specifies that Council members shall serve staggered terms of four years as determined in the appointing resolution; and

WHEREAS, the Statute specifies that there shall be two elected municipal officials where at least one official is from the most populous municipality in the county and the County Commission shall fill this seat thereby by appointment; and

WHEREAS, the Tourist Development Council board recommends that Stuart Blumberg, William Perry, III, and T. Gene Prescott be reappointed to the Council; and

WHEREAS, the Tourist Development Council board recommends that Mickey Steinberg be appointed to the Council; and

WHEREAS, in accordance with Section 2-11.38.2 of the Code of Miami-Dade County, no board member shall serve for more than eight (8) consecutive years on a board unless waived by a two-thirds (2/3) vote of the members present of the Board of County Commissioners; and

WHEREAS, because of the applicable term limits in order to reappoint members Stuart Blumberg and William Perry, III to another term, it is recommended that the Board of County Commissioners waive these term limits,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the Board approves the reappointment of the following three members to the Tourism Development Council:

1) By a 2/3 vote, Stuart Blumberg, Tourism Industry, term 03/14 - 03/18;
2) By a 2/3 vote, William Perry, Tourism Industry, term 03/14 - 03/18;
3) T. Gene Prescott, Owner/Operator of Hotels or other Tourist Accommodations, term 3/14 - 3/18; and the appointment of the following member to the Tourist Development Council:
4) Mickey Steinberg, Elected Municipal Official, term 3/14 - 3/16.

The foregoing resolution was offered by Commissioner **José "Pepe" Diaz**, who moved its adoption. The motion was seconded by Commissioner **Sally A. Heyman** and upon being put to a vote, the vote was as follows:

Rebeca Sosa, Chairwoman	**aye**		
Lynda Bell, Vice Chair	**absent**		
Bruno A. Barreiro	**absent**	Esteban L. Bovo, Jr.	**aye**
Jose "Pepe" Diaz	**aye**	Audrey M. Edmonson	**aye**
Sally A. Heyman	**aye**	Barbara J. Jordan	**aye**
Jean Monestime	**aye**	Dennis C. Moss	**aye**
Sen. Javier D. Souto	**aye**	Xavier L. Suarez	**absent**
Juan C. Zapata	**absent**		

The Chairperson thereupon declared the resolution duly passed and adopted this 16th day of September, 2014. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: ***Christopher Agrippa***
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Jason E. Bloch

MIAMI-DADE COUNTY

FY 2013-2014 Miami-Dade County Tourist Development Council

MEMBERS	AFFILIATION	TITLE	Term
Chairperson			
Esteban L. Bovo, Jr.	Miami-Dade County Commissioner	Chairman	02/13 – 02/15
Elected Municipal Officials			
Keon Hardemon	City of Miami	Commissioner	03/12 – 03/16
Micky Steinberg*	City of Miami Beach	Commissioner	03/12 – 03/16
Owners/Operators of Hotels or other Tourist Accommodations			
Hemant Patel	Kings Motel	General Manager	03/13 – 03/16
Danielle Torres	Marriott Courtyard Hampton Inn – Homestead	Director of Sales	03/13 – 03/16
T. Gene Prescott*	Biltmore Coral Gables	President	03/14 – 03/18
Involved in Tourist Industry			
Olga Ramudo	Express Travel of Miami, Inc.	President/CEO	03/12 – 03/16
Stuart Blumberg*	Tourism Educator and Consultant	Educator/Consultant	03/14 – 03/18
William Perry, III*	Airport Parking Associates	Partner/Owner	03/14 – 03/18

Recommended

PHILIP LEVINE
MAYOR

February 3, 2014

Nikenna Smart-Benjamin
Projects Administrator
Miami-Dade County Department of Cultural Affairs
111 N.W. First Street • Suite 625 • Miami, FL 33128

Dear Ms Smart-Benjamin:

I am pleased to recommend Commissioner Micky Steinberg to sit on the board of the Miami-Dade County Tourist Development Council (TDC).

Commissioner Steinberg grew up in Miami Beach with four generations of her family currently living in Miami Beach. As a result, she keenly understands the value of having a strong quality of life for Miami Beach residents and businesses. Commissioner Steinberg recently served on the Miami Beach Visitor and Convention Authority and, similar to the TDC, actively recruited and developed events, festivals, programs and activities for our community. Her work focused on finding innovative partners that were representative of our City and which garnered positive and or noteworthy media awareness.

Commissioner Steinberg started her career in the hospitality industry in South Beach, where she worked to improve the experience of residents and visitors by focusing on customer service. In 2002, she launched her career as a licensed realtor, putting to work her knowledge of Miami Beach's diverse real estate market. Today, she continues her work with Palm Properties of South Florida, where she showcases our community to prospective residents.

As commissioner of the City of Miami Beach, Steinberg is committed to the continued mission of promoting Miami Beach and all of Miami Dade County as a world class tourist destination that benefit the community, its residents, visitors and businesses, alike. Her lifelong ties to the community give her unique knowledge of how to develop quality programs and investments which generate, satisfy and enhance year-round tourism.

Commissioner Steinberg's passion and commitment to Miami Beach is an example for everyone in our community and would be a valuable asset to the County Tourist Development Council.
I endorse Commissioner Micky Steinberg as a representative of Miami Beach and as a catalyst to promote tourism in Miami Dade County.

Sincerely,

Philip Levine
Mayor

CITY OF MIAMI BEACH
1700 CONVENTION CENTER DRIVE, MIAMI BEACH, FLORIDA 33139

STUART L. BLUMBERG
North Bay Village, Fl 33141

PROFESSIONAL HISTORY:

1994 to 2010 **GREATER MIAMI & THE BEACHES HOTEL ASSN.**
President & CEO Miami, Florida

. Chief Executive officer of organization now representing over 190 hotels (48,000 hotel rooms),80,000 employees and over 350 Allied, individual and corporate members.

1991 to 1994 **MIAMI BEACH RESORT HOTEL ASSOCIATION**
President Miami Beach, Florida

. Chief Executive officer of organization representing over 12,000 hotel rooms and over 60 Allied, individual and corporate members

1986 to 1991 **THE MUSS ORGANIZATION**
Vice-President Miami Beach, Florida

. General Manager of 110-suite hotel.
. Assisted with marketing, advertising and public relations efforts of 740 unit residential portion of property.

1979 to 1986 **FLORIDA EAST COAST PROPERTIES. INC.**
Vice-President Miami , Florida.

. Oversight and co-managed operations, marketing and advertising for Florida East Coast Properties Development Corporation, Eden Roc Hotel, Plaza Venetia, Granny Feelgood's Restaurant and Plaza V Athletic Club and Spa.

1974 to 1979 **AZTEC/SINGAPORE PACKAGE TOURS**
Vice-President Miami Beach, Florida

. Developed and implemented unique marketing and advertising concepts on international and domestic basis for wholesale tour and travel company representing 700+ rooms.

AZTEC RESORT Miami Beach, Florida
General Manager
. Managed all operations of 435-room resort property

Prior to 1974 **Significant Career Highlights:**
. Marketing Director: Large chain of Florida based men's retail clothing properties.
. Executive Vice-President: Hilton Plaza Hotel-472 room property on Miami Beach
. Consultant: Hotel/Tourism properties
. Assistant Manager: Miami Beach Convention Center
. P.R Director: Miami Beach Chamber of Commerce

EDUCATION: **UNIVERSITY OF FLORIDA** Gainesville, Florida
. Bachelor of Science
. Major: Political Science

AFFILIATIONS/MEMBERSHIPSPROGRAMS

Partnering with Best Buddies to provide career opportunity
For challenged young people- 30 placed to date.
Partnering with Habitat for Humanity Greater Miami to form
A Hotel Division providing furnishings for homes
Chairman: Host Committee, MPI Convention-2005
. Chairman: ASTA World Congress Host Committee-2003
. Founding Member-Miami-Dade Sports Commission-(2003-)
Vice-Chairman (2003-2005)
. Member; Florida Hotel & Motel Assn Execs Committee
. Miami -Dade Mayors Marketing Council (1998-2003)
. Visitor Industry Task Force-One Community (1998-2000)
. Board of Directors, Performing Arts Center Trust (1991-2007)
. Chairman: Management Committee-PACT (1997-2000)
. Creator: Voluntary Educational Service Training Trust
VESTT: Trained over 10,000 hotel employees in Attitude and Customer service.
. Chairman: Community Awareness Service Training-
CAST-Greater Miami Chamber of Commerce
. Chairman: Airport Customer Service Training Committee
. Member: Taxi Driver Incentive Board
. Co-Chairman: Miami Dade Limousine/Taxi Committee(1998-2009)
. Board of Directors, Academy of Tourism (1991-)
Member-Tourist Development Council-(2006-)
. Founder: Academy of Travel & Tourism (1987)
. Academy of Tourism "Champion" (1999-)
. Chairman Student Conference (1994-95-96)
. Chairman: City of Miami Beach- Collins Avenue

Reconstruction Project (2001-2003)

- Chairman: City of Miami Beach Blue Ribbon Committee on Tourism (2001) (2009)
- Co-chair-Tourism Roundtable-Greater Miami Chamber of Commerce (1997-98)
- Board of Directors, Florida Tourism Association (1996-97)
- Board of Directors, Jobs For Miami (1991-1994
- Adjunct Professor-FIU School of Hospitality Mgt(1997-2007)
- Visitor Industry Council
  - Board of Directors/ Executive Committee (1996-)
  - Vice Chairman (1998-1999)
  - Chairman (1999-2002)
- Chairman, Miami Beach Chamber of Commerce (1987-1990)
- Board of Governors, Miami Beach Chamber of Commerce (1985-)
- Founder and Chairman of "Pillars"-Mia. Beach Chamber (1988-1991) (1997-1999)

Board of Directors, Greater Miami Convention and Visitors Bureau (1986-1989) (1991-2004)

- Executive Committee-Greater Miami Convention & Visitors Bureau (1999-2004)
- Vice-Chairman, Miami Beach Convention Center Advisory Board (1987-1990) (1991-1997)
- Chairman (1998-2000) (2009-)
- Vice-Chairman, Miami Beach Tourism Convention Center Expansion Authority (1985-1990)
- Chairman, Public Facilities Trust (1989-1990)
- Board of Trustees, Bass Museum (1988-1990)
- International President, Tau Epsilon Phi National Fraternity (1989-1991) (1997-)
- President, Tau Epsilon Phi Scholarship Foundation (1991-1993) (1995-1997)

AWARDS

Recipient of Miami Today Gold Medal Award for Professional Achievement-2003

Recipient of Miami Beach Chamber Tourism Hall of Fame-2004

Delegate: White House Conference on Tourism-1995

Miami Beach Resort Hotel Association "Man of the Year-1989

Leukemia Society "Volunteer of the Year" -1994

South Florida Tourism Professional of the Year-1995
Awarded by Academy of Travel & Tourism

James McDonnell "Outstanding Board of Governor Award"
Miami Beach Chamber of Commerce-1997

Honored by Florida International University for Extraordinary Contribution to the Hotel Industry and Hospitality

Education-1997
Recipient of 2000 Paul Brown Award by FH&MA for
Outstanding Achievement in Hospitality Education
Chairman-Transplant Foundation Golf Tournament (1995-)
Recipient of Miami Today's "Best of the Best" Gold Medal
Host Committee-Super Bowl (1989/1995)
Hotel Co-Chair, Super Bowl-(1999)
Operations Chairman-POW WOW (1994/1999)
Chairman-Host Committee-MEDIM (1997)
Operations Chairman-PCMA (2001)
Member: 2003 NACCP National Convention-Host Committee
Lifetime Achievement Award-GMBHA
Publisher: Miami Beach-A History 1994
Publisher-A History of Miami Beach's Hotels
Woggles and Cheese Holes
Recipient 2007 "Arts Hero" Award from Arts & Business Council
Recipient 2007 Founders Award from Academy of Hospitality &
Tourism
Recipient 2007 Miami Beach Chamber of Commerce Diamond
Palm Award as Founder of the "Pillars" and Past Chamber Chairman
Recipient "Best Buddies Champions Award" 2008
Recipient "Community Service Award", Advertising Federation
Of Greater Miami-2008
Recipient : March of Dimes Community Award-2008

William R. Perry. III

340 NE 94th Street Miami Shores, FL 33138 786-290-9810

PROFESSIONAL HISTORY

2007 - Present: ***Adjunct Professor*** - Barry University (ACE) Services Marketing, Essentials of Marketing, Organizational Behavior.

1998 - Present: ***Partner/Owner*** - Worldwide Concessions, Inc. Franchisee of Chilis, Chilis Grab and Go, Pizza Hut, Burger King, Sam Adams, Budweiser, Worldwide Cafe. Portfolio includes access to over 200 food and beverage name brands.

1993 - Present: ***President - WRP and Associates***- Certified ACDBE and provider of parking, transportation management and consulting services in partnership with Central Parking System/Standard Parking dba Airport Parking Associates. Management portfolio has included the Miami International Airport, Bayside Marketplace, American Airlines Arena, Broward County School System, Jackson Memorial Hospital as well as many other parking locations throughout South Florida. WRP and Associates also operates in a partnership capacity all outbound curbside services for the Miami Super Shuttle franchise at the Miami International Airport.

2006 – *2009*: ***Adjunct Professor*** - Florida Memorial University, Small Business Management and Entrepreneurship.

1998 - 2001: ***President - WRP Transportation***- Certified DBE and provider of para - transit transportation and fixed route services for the elderly and physically impaired community of South Florida. Certified safety and defensive driving coordinator and instructor.

1990 - 1996: ***CEO - Miami Sports and Exhibition Authority***- Developer, owner and operator of the Miami Arena. Co-developed with the City of Miami the James L. Knight Center and the Coconut Grove Exhibition Center. Managed 100M asset. Intricately engaged in negotiating professional sports i.e. Miami Heat, Florida Panthers, Miami Manatees, and the Florida Marlins in securing the South Florida market.

1987 - 1990: ***Chief of Staff*** - City of Miami Commissioner.

EDUCATION

1981 - 1983 MBA, Morgan State University, Baltimore, MD

1997 - 1981 BS, Psychology, Morgan State University, Baltimore, MD

COMMUNITY AFFILIATIONS

Orange Bowl Committee • Past Chairman, Orange Bowl Youth Football Alliance • Past Chair, Community Outreach, Orange Bowl Committee • Chairman, Economic Development Committee, Miami - Dade Branch, NAACP • Vice Chairman, Association for the Development of the Exceptional • Member, Tourist Development Council • Member, International Franchise Association.

REFERENCES

* Dr. Abass Entessari, Dean, Florida Memorial University School of Business
* Eric Poms, President and CEO, The Orange Bowl Committee
* Dr. Robert Scully, Academic Coordinator and Associate Dean, Barry University (ACE)
* Michael Kosnitzky, Esq., Managing Partner, Boies Schiller & Flexner Law Firm
** Please refer to www.wp3enterprises.com for further details.

T. GENE PRESCOTT

CHAIRMAN OF THE BOARD AND CEO
SEAWAY HOTELS CORPORATION

T. Gene Prescott is principal shareholder of Seaway Hotels Corporation. Prescott grew up on an Idaho cattle ranch and graduated from the University of Idaho. He holds a M.S. Degree from Carnegie-Mellon University, is a Certified Public Accountant (Touche-Ross, Cleveland) and was a management consultant in the United States and in Italy for Olivetti. Mr. Prescott served as an officer and director at a number of publicly-owned companies before striking off on his own by purchasing interests in a variety of business ventures.

Mr. Prescott purchased the Sheraton Sand Key Resort, a 390 room beachfront property in Clearwater, Florida in 1980 and became a principal investor in the Biltmore Hotel, a 275 room destination resort in Coral Gables, Florida in 1992. In addition to these prestigious hotel properties,, Mr. Prescott's portfolio holdings include two public refrigerated warehouses in New Jersey and a wholesale travel agency in Chicago. The hotels are the largest revenue generators among his business interests, and accordingly, receive Mr. Prescott's primary attention. His corporate offices are at the Biltmore Hotel where he oversees the day-to-day operations of the Hotel and its award-winning golf course. In 1992, Mr. Prescott and his partners bought the Biltmore Hotel out of bankruptcy and have returned it to its original grandeur. In large part through Mr. Prescott's efforts, the Biltmore Hotel, originally built in 1926, was designated a National Historic Landmark in 1996 and has become a social, civic and political center in south Florida. The Biltmore Hotel employs over 650 direct employees and has an economic impact of over $100 million in the community. The Sheraton Sand Key Resort has more than 350 direct employees with an estimated economic impact of more than $75 million.

As part of the Biltmore Hotel operations, Mr. Prescott has ultimate responsibility over all culinary activities including four restaurants, among them the nationally acclaimed, Palme d'Or Restaurant which recently received Zagat's 2010 rating as the best restaurant in south Florida for food, décor and service. The Sheraton Sand Key Resort property also operates four restaurant outlets.

In October 2009, he concluded a two-year term as the Chairman of the Greater Miami Conventions and Visitors Bureau. Tourism is south Florida's number one industry. The GMCVB, the community tourism promotion agency, has a membership of over 1,100, that represent a broad range of tourism related activities. His term as Chairman of the Board coincided with the most difficult economic period for the tourism industry in recent times. Mr. Prescott and the GMCVB staff worked on developing creative solutions and increasing the cooperation of public and private partners. He remains on the Board of the GMCVB in the capacity as immediate past-chair which brings his total to eight years serving on that

Board. He is considered an expert on the tourism industry and is frequently quoted in press articles and trade publications.

Mr. Prescott is active in many aspects of the community. His Board memberships include:

-Immediate past Chairman of the Greater Miami Conventions and Visitors Bureau
-Vice Chairman of Florida International University Foundation
-Member of the Board of Miami Children's Hospital
-Member of Orange Bowl Committee
-Former director, Eastern National Bank
-Founding director, Bank of Coral Gables

He also served on the Miami Dade Expressway Authority for 10 years, 6 of them as Treasurer.

Seaway Hotels Corporation and its affiliates own and manage – *The Biltmore Hotel* in Coral Gables, FL, the company's flagship, National Historic Landmark resort; the *Sheraton Sand Key Resort* in Clearwater Beach, FL, Seaway's longest held property, recipient of numerous Sheraton awards of excellence; and the all-suite *Alexander Hotel* on famed Miami Beach.

He resides in Coral Gables, Florida and has three adult children.

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