Lynn University Hosts 2012 Presidential Debate

Media Kit
October 22, 2012
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Telephones, power, equipment, furniture, telecom, workspace, etc. should be ordered using Lynn’s Media Rate Card Sheet or from the Rate Card desk at 561-237-7999 or email debateratecard@lynn.edu.

Other Communications Services
For T1, T3, DS3, DSL, ISDN and other telecommunications services, contact AT&T at 1-800-228-9885 x1273 or email DEBATE12@rdsmail.ims.att.com

For all other technical or logistical needs, please call the

DEBATE HOTLINE AT 561-288-7000.

LYNN’S LINKS

Official debate site: debate2012.lynn.edu

Online media kit: debate2012.lynn.edu/media-kit/press

Flickr debate collection: http://debate2012.lynn.edu/photos
(click on 2012 presidential debate)

Tumblr: http://lynnndebate.tumblr.com/

YouTube: http://www.youtube.com/lynnuni

Facebook: www.facebook.com/LynnUniversity

Twitter: twitter.com/LynnUniversity
ABOUT LYNN UNIVERSITY

Lynn University is an independent, co-ed, residential university. Founded in 1962, we’re a vibrant higher education institution preparing to celebrate our 50th anniversary, and hosting this presidential debate is the perfect way to show the world what Lynn is all about.

As the youngest school to ever host a modern presidential debate, this provides an excellent opportunity to celebrate our story while making our mark in the larger world.

Lynn is what the world is coming to. We are highly international and globalized in our approach to education with more than 80 nations and nearly all 50 states represented on our campus.

Our core curriculum, the nationally renowned Dialogues of Learning, spans 20 seminars and covers five themes: Self and Society, Belief and Reason, Justice and Civic Life, Scientific Literacy and Quantitative Reasoning. Anchored in the liberal arts, the curriculum introduces complex concepts by threading them throughout the student’s course work no matter the major. The curriculum integrates the skills of writing, public speaking, critical thinking and reasoning, and information and technological literacy into each course.

Our 123-acre campus is in the heart of Boca Raton, Fla., mid-point between West Palm Beach and Miami with access to three major airports and ports. We take pride in serving the needs of our students, and our 16:1 student to faculty ratio reflects our emphasis on individual attention and strong focus on career preparation.

Things about Lynn you may not know

- Lynn University is across the street from where IBM invented the first PC. Lynn students even helped IBM test their prototype keyboards.
- We became Lynn University in 1991. In 2012, we'll be 50 years young.
- The school started as a Catholic school for girls—part of the Marymount system.
- Lynn had seven freshwater lakes, but filled one as part of our hosting of the debate. We now call it “Lost Lake Slutsky” in honor of the Marty Slutsky, producer of the debates.
- Lynn soccer player Melissa Ortiz recently represented Colombia in the 2012 Olympics as a member of its women’s soccer team.
- The Institute for Achievement and Learning celebrated 20 years of dedication to students with learning differences. The institute has hosted the Transitions conference for the last three years. This is the only comprehensive event to bring together parents, educators and other professionals to examine options for students with learning difference moving from high school to higher education in the nation and has been a sellout for the last two years.
- We are home to a world-class Conservatory of Music, one of only 12 in the country that attracts some of the most gifted young musicians in the world.

Points of pride

- As of spring 2012, 2,010 students were enrolled hailing from 44 states and 84 countries; the student to teacher ratio is 16:1.
- We were recently praised for our efforts to personalize the campus tour in the article, “The 'You' in 'University Tour'” by Inside Higher Ed.
- On March 16, 2012, we unveiled the Remembrance Plaza to honor the students and faculty lost in the Haiti earthquake while they were serving others.
• Lynn’s core curriculum, the Dialogues of Learning, was praised in one of the nation’s leading higher education trade publications, *Insider Higher Ed*, “Ramping Up Rigor.”
• There are 13,902 alumni, 12,935 are U.S. residents, and 967 reside in 95 other nations.
• Sports teams have brought home 19 national championships and 28 Sunshine State Conference titles.
• Lynn student-athletes performed 1,443 hours of community service.
• In 2011, our free mobile app was launched providing instant access to the latest Lynn news, photos, videos and tweets.

Quick Facts

• Kevin M. Ross is our 5th president. He assumed the role on July 1, 2006.
• There are more than 40 student clubs and organizations.
• School colors: blue and white
• Nickname: Fighting Knights
• Mascot: Big LU
• Lynn is accredited by Southern Associations of Colleges and Schools (SACS).
• Colleges and Schools
  - Burton D. Morgan School of Aeronautics
  - College of Business and Management
  - Eugene M. and Christine E. Lynn College of International Communication
  - College of Liberal Education
  - Conservatory of Music
  - Donald E. and Helen L. Ross College of Education

About the debate venue
The Keith C. and Elaine Johnson Wold Performing Arts Center was dedicated in the spring of 2010. The 750-seat performing arts center is home to live theatrical performances produced by the university’s theater arts program and professional Live at Lynn series, as well as Conservatory of Music concerts and other university-hosted events. The Wold features superb acoustics, a modern lighting system, a large, light-filled lobby, and flexible space well-suited for dramatic productions, concerts and other cultural events. Construction of the Wold was funded by generous gifts from Elaine Johnson Wold and on behalf of her late husband Keith, along with contributions from individual donors. Mrs. Wold and her family committed $9.3 million for construction of the theater that now bears their names. To date, more than 60,000 people have visited the Wold to enjoy its world-class offerings.

For example, in October 2010, Lynn students had a front-row seat to a mid-term election debate at the Wold Center between Allen West (R) and Ron Klein (D) for one of Florida’s seats in the United States House of Representatives. Notable events have also included performers Billy Joel and Bernadette Peters, and speakers David McCullough and Jim Lehrer, who visited immediately after Lynn learned it was hosting the final presidential debate.

Why are we doing this?

• **We’ve been planning for this moment.**
  - We developed several goals when we were developing our Lynn 2020 strategic plan in 2006. These goals included putting a focus on convening important conversations to enhance the student experience.
• We believe in the power of convening important conversations.
  o There is a power in convening important conversations, and we have already hosted several noteworthy forums on campus. This presidential debate, probably the most significant we could host, is a continuation of our focus on the exchange of ideas and dialogues.
  o We believe our growing reputation as a forum for public dialogue and our longstanding tradition of civic engagement, both of which we have integrated into our students’ educational experience, will be greatly enhanced through hosting the final 2012 presidential debate. And, as the only school to be hosting a debate in Florida, what many are calling one of the most important states in the election, we are honored to bring the world’s attention to our community and play a central role in this important dialogue.
  o Fun fact: Florida now has 29 electoral votes, tying us with New York for the third highest number of electoral votes after California and Texas, respectively.

• We believe in engaged citizenship.
  o Lynn has a long history teaching students the importance of civic involvement. This proud legacy of service is what motivated the 12 Lynn University students and two faculty members who went to Haiti in January 2010 to serve others. Arriving a day before the deadly 2010 quake, they had just enough time to make a difference at a school for the handicapped and a girls’ orphanage. Eight students returned home after the quake, but four students and two professors died. (more in Community touched…talking points)
    ▪ Their sacrifice while serving others is remembered every Jan. 12 since through the Knights Unite Day of Caring. This day-long, university-wide event is dedicated to serving our surrounding community and those less fortunate. Their story is also told through the Lynn University Remembrance Plaza that was dedicated in March 2012.
    ▪ On the one-year anniversary of the quake, Lynn students, faculty and staff packaged 30,000 meals for orphans in Haiti; planted 700 plants in a local natural habitat area; hung drywall for Habitat for Humanity; collected 350 pounds of trash from area beaches; and more.
    ▪ For these efforts, the United Way of Palm Beach County awarded Lynn the first-ever Distinguished Volunteer Community Service Award.
  o In the Citizenship Project, which debuted during the 2012 January Term, first-year students took courses in the Dialogues of Innovation January Term that focused on a civic issue, problem or topic and engaged in experiential learning opportunities and community service work with local, community-based partners. Thematic areas for the courses included homelessness, environmental sustainability and urban renewal.

A community touched by tragedy, strengthened through service
On Jan. 12, 2010, Lynn University lost four students and two faculty who had traveled to Haiti to serve others as part of our school’s continuing focus on involved citizenship—a day before a tragic earthquake devastated that country.

The weeks immediately following the January 2012 earthquake in Haiti were the most trying and tough in the life of the institution. However, we received help from all over the world in the dark days just after the earthquake—help that enabled us to bring the survivors home and make sure they were back with their families as quickly as possible. In the end, it made us strong, not just the institution, but the community, and we think the world will notice this strength when they see the debate at Lynn.
The Haiti Remembrance Plaza: a place to take pause and reflect
The Lynn University Remembrance Plaza is designed to honor the legacies of the four students and two faculty members who died in the 2010 earthquake in Haiti while performing community service. Using the elements of light, water, stone and trees, this memorial will be a special place of remembrance, reflection and inspiration.

- Plaza features include:
  - Six prisms shimmering with light, each representing one of the lost individuals and their selfless spirits that remain part of the fabric of the university
  - Each prism containing the name and loving description of the students or professors written by their families
  - Additional illumination complementing the daily and ever-changing natural light
  - A perpetual waterfall cascading from the roof of the memorial onto six steps
  - The arrangement of the steps—one large, four smaller, one large—represent the two professors surrounding and protecting the four students
  - A bas relief map of Haiti and a royal palm, the national tree of Haiti
  - A plaque telling the story of the Journey of Hope J-term humanitarian mission
  - An overlook reaching out onto the lake and a meditation bench donated by the 2012 Class Gift
  - A wall of beautiful granite from Madagascar, cut and polished in Italy, carrying an inspirational quote on the inside and a listing of leadership donors next to the outside entrance
  - Six additional benches, one in front of each prism, where students, faculty, staff and other guests may reflect, study and visit

- Click here to watch the video about the unveiling of the Remembrance Plaza and photos can be downloaded here.

International students choose Lynn

- Since 2006, U.S. News and World Report has consistently ranked Lynn for its high concentration of international students. Lynn is currently ranked 4th in the U.S.
- As of September 2012, enrollment of new international undergraduate students (these include first-time new freshmen and new undergraduate transfers) was up 52 percent (138 this year, 91 last year) for the fall 2012 semester. This makes hosting the foreign policy debate all that more relevant. Our international students will get to watch one of America’s signature political events in their backyard, and many are sure to get involved with the event itself.
- Top nations represented in order by citizenship are Saudi Arabia, Colombia, Venezuela, United Kingdom, Italy, Germany, China, Canada and Brazil.
- The top three colleges for international students are the Colleges of Business, Liberal Education and International Communication.

Our enrollment numbers for the fall 2012 semester are looking great

- As of September 2012, we have 554 new enrolled undergraduate students (new freshmen and undergraduate transfers) —this includes 138 international students. This is the largest incoming class in the last three years.
- The top majors are business, sports management, psychology, communication, media and politics, fashion management and hospitality.
- The greatest increase of prospective students has been from the state of California.
- In 2011, we also rolled out our immensely popular student mentor program which received a more than 80 percent approval rating by incoming students.
We’re very social

- StudentAdvisor magazine regularly lists Lynn among the top-100 social media colleges in the country (selected from 6,000 institutions nationwide). As of the spring 2012 poll, we were ranked No. 43 in the nation and No. 4 in Florida.

We’re green and getting greener

- Lynn’s president formed a 60 plus-person sustainability committee in early 2011 to guide the school’s aggressive efforts to make its operations more sustainable.
- An energy savings performance contract with Siemens Building Technologies Division is designed to cut more than 30 percent from our utility spending.
  - The comprehensive $10.7 million energy efficiency program is the largest single-phase university project of its kind in Florida and has begun rolling out. Because the project is performance based, Siemens guarantees the amount of energy savings that will be produced by the upgrades and retrofits. These savings will reduce energy expenses enough to finance the project over time.
- We also recently launched the Bike Share and UCar share programs to improved air quality and reduce parking congestion on campus.
- The school’s cafeteria went trayless starting fall 2012. This one move will save 1,500 gallons of water a day.
- Since 2011, Lynn has worked with the PepsiCo Dream Machine Recycling Initiative, a multi-year collaboration with Waste Management, which has provided Dream Machine kiosks on campus to promote sustainability by offering students, faculty and administrators a convenient and rewarding recycling option.
  - To encourage recycling at the debate, attendees who recycle in a Dream Machine kiosk from 10/18 to 10/22 will receive double reward points redeemable for local discounts on entertainment, dining and travel.

It’s a great place to work

- Lynn University is one of the best colleges in the nation to work for, according to a new survey by The Chronicle of Higher Education. Lynn won honors in three categories:
  - Compensation and Benefits: Pay is fair, and benefits meet the needs of employees.
  - Respect and Appreciation: Employees are regularly recognized for their contributions.
  - Work/Life Balance: Policies give employees the flexibility to manage their personal lives.

What’s next for Lynn

- Lynn University will receive a $6 million initial gift this fall toward the construction of the new home for Lynn’s College of Business and Management—the $12 million International Business Center.
  - The gift is from an anonymous alumni donor who has challenged the school with raising an additional $3 million. Once this money is raised, the donor will provide another $3 million to complete the $12 million needed for construction.
  - Construction is tentatively scheduled to be completed by April 2014.
  - The school is working with the architectural firm, Gensler, and the engineering firm, Buro Happold, to design the new building which features:
- 32,000 square feet of flexible spaces and common work areas to foster impromptu collaboration.
- A design that is targeting the Leadership in Energy and Environmental Design (LEED) certification.

- The following changes were existing parts of our approved master plan that we accelerated to help during the increased traffic caused by the debate.
  - The new 5-lane entrance is complete with a new traffic signal. Robert Sheetz of Boca Raton, Fla., pledged $1 million to make Lynn’s new front entrance a reality.
  - We created a new Potomac entrance just west of our long-existing entrance. It leads directly to the new South Lot. Longtime friend of Lynn, Benjamin Olewine III of Harrisburg, Pa., and Boca Raton, Fla., pledged $1 million to create this new entrance.
  - The North Lot is now closed and will remain closed until after the debate. However, a new temporary lot has been created just south of it (the South Lot) and it will remain open for use until the North Lot reopens.
  - The South Lot will eventually become the new soccer field and home to the new Bobby Campbell stadium.

- As part of Lynn’s plans to expand its study abroad options over the next five years, we created a new International Office that will oversee visa processing, orientation and support of international students attending Lynn and direct the launch of a new Center for Learning Abroad (CLA). The CLA will be responsible for all study abroad programming at Lynn including year-long, semester and January-Term (mini semester) programs.

ABOUT THE DEBATE AT LYNN UNIVERSITY

Foreign policy will be the topic of the debate

- The candidates are scheduled to discuss foreign policy at the third and final presidential debate held in Lynn University's Keith C. and Elaine Johnson Wold Performing Arts Center on Oct. 22.
- Foreign policy is an especially fitting topic for Lynn whose student population is made up of nearly a quarter international students. These students will have a unique opportunity to capture a front-row seat to one of the largest events in American politics.

About tickets

- We don’t get many tickets, and virtually all of our tickets are going to students.
- Full-time students will be able to participate in a lottery for seats. The drawing will take place on Sunday, Oct. 21, the day before the debate.

Time of the debate, format and moderator

- The 90-minute debate will begin at 9 p.m. and will consist of six 15-minute segments on topics selected by the moderator. The candidates will have two minutes to respond to each question followed by a discussion on the topic facilitated by the moderator.
- Bob Schieffer, CBS’s chief Washington correspondent and the moderator of Face the Nation, is the moderator.

More on the event

- This is the third and the most influential of the presidential debates because it is held only 15 days prior to the election.
This is the first time that Palm Beach County has hosted a presidential debate, and only the second time the State of Florida hosted a presidential debate:

- 2004 Coral Gables, Fla., University of Miami
- 2012 Boca Raton, Fla., Lynn University

FACULTY EXPERTS LIST

As the host of the final 2012 presidential debate that is scheduled to focus on foreign policy, Lynn University has assembled a group of experts to help provide background and context for journalists producing stories on issues related to this topic, and these experts can also provide a deeper understanding of the election, the campaigns and a myriad of other domestic issues. Additionally, since nearly a quarter of our student body is comprised of international students, we can also help journalists reporting on the election understand their unique and global perspective.

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EXECUTIVE LEADERSHIP

What it means to Lynn: President Kevin M. Ross is highly involved in Lynn’s hosting of a 2012 presidential debate and is a strong proponent of engaged citizenship. He has often spoken on higher education trends and issues and the importance of teaching global citizenship to the next generation. Since he became president of Lynn University in July 2006, Ross has overseen the launch of the long-range Lynn 2020 strategic plan, the funding and construction of new campus facilities, including the state-of-the-art Keith C. and Elaine Johnson Wold Performing Arts Center (site of the 2012 presidential debate), and helped guide the school through its recent Haiti crisis.

How and why the debate came: Jason Walton, Lynn’s chief of staff, has been a driving force behind hosting the debate since the beginning, overseeing the creation of the school’s application to the Commission on Presidential Debates (CPD). He has also been a key figure in bringing in other elected officials and local leaders to Lynn, including the debate between Allen West and Ron Klein for one of Florida’s congressional seats.

Preparing campus grounds: Greg Malfitano, senior vice president for administration, has been with Lynn University for more than 40 years and was involved in the early steps of bringing the debate to the school. He has overseen nearly every aspect of the school’s physical preparation for the debate, including changes at the Wold Center, site of the presidential debate. He graduated from Lynn in 1975.

Student involvement: Phil Riordan, vice president for student life, is overseeing the development of a large number of debate-related activities for Lynn students and can speak about official student activities offered as part of the school’s debate programing, including the lottery for student tickets to the debate hall.

Debate-related academic offerings: Gregg Cox, vice president for academic affairs, has been with Lynn University for more than 30 years and oversaw the development and implementation of debate-related curriculum. This includes the more than 80 classes designed for Lynn students as well as the curriculum that is being shared with public and private K-12 educational institutions via iTunes U. He can talk about how Lynn is using the debate as a springboard for learning in the classroom, both for our students as well as K-12 students across the country.

Technology involved: Christian Boniforti, Lynn University’s chief information officer (CIO), is leading the team that will provide the substantial tech services and IT infrastructure needed for the debate. He can speak to the media about the debate upgrades, Lynn’s iTunes U debate-related curriculum, computer security and the importance of technology in today’s classrooms (and during a crisis), campus network management and technological advancements. He graduated from Lynn in 2002 and speaks fluent Spanish.

Media interested in speaking with any of the Lynn executives above should contact Joshua Glanzer, Lynn University director of public relations, at 561-237-7761 (work) or 561-212-2924 (cell) or jglanzer@lynn.edu to arrange an interview.
FOREIGN POLICY

Anna Krift, associate professor, International Relations
Areas of expertise: Latin American politics, U.S.-Latin American relations, U.S. foreign policy, international development, the Fulbright program and Lynn University’s Citizenship Project
Brief bio: Krift oversees Lynn’s Citizenship Project, a first-year experience on civic engagement, and teaches courses in International Relations. As a Fulbright recipient, Krift conducted oral history research on Costa Rica’s first women voters and researched post-disaster response in Central America.
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Marcheta Wright, professor, International Relations
Areas of expertise: U.S. foreign policy, human rights, international law, women and politics, regional geopolitics, environmental politics
Brief bio: Wright has an extensive research background in human rights, globalization, gender and their relevance for U.S. foreign policy. She has regularly spoken with the media on issues surrounding current regional geopolitical situations, American positions on global events, and the topics listed above.
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NATIONAL SECURITY AND TERRORISM

Joseph Hall, associate professor, Criminal Justice
Areas of expertise: criminal justice in cross-cultural perspective, terrorism, privacy and surveillance, history of justice, race and cultural studies, immigration studies
Brief bio: Joseph Hall began his academic career as an anthropologist/archaeologist. After 12 years of work in historical cultures, Hall began service as a special agent of the FBI, pursuing Asian Organized Crime, Counter-Terrorism and Foreign Counter-Intelligence investigations.
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THE INTERNATIONAL PERSPECTIVE

International students make up nearly a quarter of Lynn’s student body. U.S. News & World Report currently ranks Lynn fourth in the nation for highest percentage of international students. Several of our student leaders and debate volunteers come from nations outside the United States and are available to discuss their unique perspective on this marquee event in American politics. Please contact Laura Stephens at 561-237-7967 or via email at lstephens@lynn.edu.

Gareth Fowles, vice president for enrollment management
Areas of expertise: international student perspective, international admissions, earning U.S. citizenship
Brief bio: Fowles came to Lynn as an international student from South Africa. He played soccer for the school and went on to earn his M.B.A. at Lynn before attending Vanderbilt’s Peabody College where he earned his Ed.D. Upon completion of this degree, he returned to Lynn and rose quickly to head its Admission department. He also just received his United States citizenship.
Cell: 561-703-1947 Email: gfowles@lynn.edu

Stevan Trooboff, senior international officer, Center for Learning Abroad
Areas of expertise: international education, both inbound and outbound, the role of study abroad as part of a college education
Brief bio: For 17 years he was the CEO and president of The Council on International Educational Exchange (CIEE), one of the nation’s largest organizations providing student study abroad for U.S. college students and international exchange programs into the U.S. for overseas high school and college students. By 2010, CIEE was the leading operator of study abroad programs in the U.S. with approximately 5000+ students studying at more than 125 programs in more than 40+ countries around the
world. It was also the leading provider of J visa programs to the U.S.

**NATIONAL AND FLORIDA POLITICS, ELECTIONS, THE CAMPAIGNS AND THE PRESIDENCY**

**Robert Watson**, professor, American Studies

**Areas of expertise:** presidents, first ladies, elections and campaigns, Florida politics, congress

**Brief bio:** Watson is one of the foremost experts and authors on U.S. presidents and elections. He has published 34 books and hundreds of articles and chapters, and is a frequent media commentator for national as well as international outlets.

**Cell:** 561-716-2834  **Email:** rwatson@lynn.edu

**John Pickering**, professor, History

**Areas of expertise:** undecided voters, 2012 presidential election, Lynn University history

**Brief bio:** Pickering has been teaching history and political science courses at Lynn for more than 30 years. In addition, he served on Lynn’s 2020 strategic planning committee that is focused on making Lynn the most international, individualized and innovative small university in the nation.

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**THE ECONOMY, JOBS AND BUSINESS**

**Thomas Kruczek**, dean, College of Business and Management

**Areas of expertise:** the contribution of entrepreneurs and small businesses to the economy, American entrepreneurial culture, business schools and higher academia

**Brief bio:** Kruczek started and sold successful businesses during his long career and understands how entrepreneurship and business startups can help grow the economy. He has fostered several outreach and incubator programs as part of his effort to bring academia and entrepreneurship together.

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**Denisha Bonds**, director of career services

**Areas of expertise:** employment trends for college students, the use of social media during job searches, the economy and overall job market trends

**Brief bio:** Bonds has more than 20 years of experience working in student affairs. Prior to Lynn, she served as the director of career services for The University of North Carolina at Pembroke.

**Work:** 561-237-7287  **Cell:** 910-689-5150  **Email:** dbonds@lynn.edu

**Farideh Farazmand**, professor, International Business

**Areas of expertise:** Economics (including current issues), international finance, international business and Persian culture

**Brief bio:** Farazmand is an expert in economics and global issues and at the intersections of political and economic forces. In this role, she can speak to the media on current national and global economic issues, the role of government in the economy and the impact of cultural differences in international negotiations.

**Work:** 561-237-7847  **Cell:** 561-251-9271  **Email:** ffarazmand@lynn.edu

**Rick Sayers**, executive director of the Internships and Cooperative Education Program

**Areas of expertise:** employment in today’s economy, career preparation, executive compensation

**Brief bio:** Sayers has more than 36 years of corporate experience and now heads Lynn’s innovative, new internship program to support and help prepare students in the College of Business and Management for a career in the business world. He helps students discover their intellectual and personal strengths through formal preparation including mock interviews, business etiquette skills and personality profile exams,
while building relationships with the business community to help place students.

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HEALTH CARE

Daniel Ceccoli, assistant professor, Scientific Literacy and Pre-Medical Studies
Areas of expertise: health and wellness, health care policy, medical education, medical industry and hospitals, and scientific literacy among youth
Brief bio: Ceccoli is an M.D. who has worked in the field of medicine for more than 25 years from practice to research to education. He brings an expertise in health care from an insider’s point of view on how the American medical industry can best serve future generations of Americans.
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EDUCATION POLICY, TEACHING AND OUR SCHOOLS

Craig Mertler, dean, Ross College of Education
Areas of expertise: Lynn’s debate-related K-12 curriculum, education policy, Obama’s Race To The Top program, Bush-era No Child Left Behind program, use of testing data to measure school performance, implications of cheating and plagiarism
Brief bio: Mertler’s work focuses on applied classroom and school-based action research that can be used by educators and administrators to develop real-world solutions for their school districts’ needs. Mertler is an expert and author on helping schools interpret testing data so that they can integrate that information into curriculum.
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Marsha Glines, dean, Institute for Achievement and Learning
Areas of expertise: educating students with ADHD and learning disabilities, learning disabled students in mainstream classrooms, ways to identify students’ learning modalities
Brief bio: 2012 Lewis Hines Award recipient, Glines specializes in educating students with learning disabilities and has been nationally recognized for her innovative educational programs, including the creation of Lynn University’s Institute for Achievement and Learning.
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Jon Robertson, dean, Lynn University Conservatory of Music
Areas of expertise: the importance of music and the arts in education, the role music plays in political campaigns, Lynn’s world-class artists-faculty and staff
Brief bio: Jamaican-born maestro Jon Robertson has enjoyed a distinguished career as a pianist, conductor and academician. Earning B.M., M.S. and D.M.A. degrees in piano performance from The Juilliard School of Music, Robertson has an international reputation among musicians and artists.
Work: 561-237-7702 Cell: 561-212-4175 Email: jrobertson@lynn.edu

THE CAMPAIGNS AND THE MEDIA

David Jaffe, dean, Lynn College of International Communication
Areas of expertise: multimedia journalism, television and radio, emergent communications technologies, journalism
Brief bio: Jaffe helped establish the first cable television origination station in the U.S. In 1985, he received a grant from the federal government to conduct research on a telephone-based broadcast delivery system that paved the way for Internet radio and television streaming.
Work: 561-237-7099 Cell: 561-414-9676 Email: djaffe@lynn.edu
ENVIRONMENTAL POLICY, ALTERNATIVE ENERGY AND SUSTAINABILITY

Frank Lucas, assistant professor, Global Warming and Scientific Literacy
Areas of expertise: alternative energy solutions, global warming, biology, sustainable lifestyles
Brief bio: Lucas has developed over 100 commercial products and authored 13 U.S. patents and lectured all over the world. In 1981, he was the principal investigator for an alternate energy grant that used crushed sugarcane stalks to enzymatically convert cellulose to alcohol for fuel harvesting alcohol by solar distillation.
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THE MILITARY AND VETERANS’ ISSUES

Jeffrey Johnson, dean, Burton D. Morgan School of Aeronautics
Areas of expertise: Military policies, aviation and aerospace industries, veterans’ issues
Brief bio: Johnson is a career military aviator still actively serving in the Air Force Reserves. He is well versed in current world military strategic issues including potential areas of conflict. He is also knowledgeable on current transportation issues, specifically aviation and aerospace related.
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EQUALITY AND SOCIAL ISSUES

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ABOUT BOCA RATON AND PALM BEACH COUNTY

BOCA RATON

Boca means Business

- Unlike many South Florida cities that rely heavily on tourism to thrive, Boca Raton’s economy has developed a strong underpinning of diversified businesses, anchored by large companies, such as Office Depot, IBM, NCCI Holdings, ADT, Tyco, Retail Solutions, LexisNexis and Garda World Security Corporation. In addition to its large employers, the city has three universities, an internationally known resort and a vibrant community of small-to-medium-sized businesses.

- Office Depot, Inc. has its global headquarters on a 28-acre campus in Boca Raton and employs 2,100 professionals, according to the City’s 2009 Comprehensive Annual Report. According to the City’s 2009 report, other top employers in the city are:

  - Florida Atlantic University 2,706
  - Boca Raton Resort 2,200
  - Office Depot 2,250
  - Boca Raton Regional Hospital 2,250
  - City of Boca Raton 1,288
  - National Council on Compensation Insurance 872
  - Campus Management 750+
  - The Continental Group 640
  - Lynn University 604
  - IBM 600

- Florida is one of the few states in the country with no personal state income tax, a factor that has contributed to business relocations and population growth.
- Boca Raton works closely with the Business Development Board of Palm Beach County (BDB) to assist in the retention, expansion and attraction of high-quality jobs to this area.
- The perfect combination of top-level corporate executives, wealthy retirees and a booming tourism industry gives Boca Raton a continued infusion of capital investment and keeps local deposits hovering around the $9 billion mark.
- Boca Raton continues to see demand and growth from education, health care and start-up technology companies, especially at the FAU Research & Development Park.
With 15.8 million square feet of Class A and B space, the Boca Raton market houses more than one-third of Palm Beach County’s total office inventory, making it the county’s largest office submarket.

Boca Raton is midway between West Palm Beach and Fort Lauderdale, with easy access to airports, train stations, bus stations and seaports.

Boca Raton continues to develop as an international gateway between the U.S. and Latin America and the Caribbean with a series of undersea cable landing stations.

Boca Raton’s property tax rate is one of the lowest in the state for a full service community.

We’re a college town

With outstanding colleges like Florida Atlantic University (FAU), Lynn University and Palm Beach State College (PBSC), and the strong emergence of Everglades University and Digital Media Arts College, Boca Raton has become an attractive destination for students from across the country—and from right here in Boca Raton. The combined enrollment for FAU, Lynn University and Palm Beach State College is about 65,000 students.

Boca also has top-ranked FCAT public elementary, middle and high schools, some offering “academy” curriculums.

Boca has prestigious private schools: Pine Crest, St. Andrews and Pope John Paul.

Two public high schools in Boca made Newsweek’s 2011 Best High Schools in America list.

It’s good to be green

The recreation facilities in Boca Raton are unparalleled, including 2.5 miles of publicly owned beach, 31 parks, tennis facilities, golf courses, boating on the Intracoastal Waterway and an inlet to the Atlantic Ocean, a skate park, and a variety of child and adult sports programs.

The sea turtle program in Boca Raton is one of the nation’s premier programs and involves a turtle rehabilitation center, observation and computer modeling of turtle nesting, and an aggressive lighting program to reduce the lights that can disorient young turtles.

The city owns and manages five environmental preserves totaling almost 80 acres, as well as co-owning the 212-acre Yamato Scrub with Palm Beach County.

The city has created an extensive reclaimed water system, using treated wastewater as the source for an 8 million gallon per day system that irrigates golf courses and other areas.

Boca Raton established one of the first recycling programs in the state, and continues to recycle more material than any other community in Palm Beach County.

Boca Raton has been a Tree City for 31 years.

Boca Raton is home to a number of Leadership in Energy and Environmental Design (LEED)-certified buildings, including office buildings, classroom buildings on the FAU campus, as well as its new fire stations and downtown library.

The Boca Cultural Bonus

Boca Raton’s arts and cultural organizations are united by a vibrant Cultural Consortium. Our rich cultural community offers educational opportunities for local families and diverse outlets for entertainment, contributing greatly to the city’s quality of life—as well as its economy. The city’s cultural programming distinguishes Boca Raton from other coastal cities, by offering unique, world-class experiences for tourists and residents, with a total attendance of more than 500,000 over the course of a year.

Boca Raton Cultural Consortium members had a total annual economic impact of $94.7 million and created 686 jobs.
• Members of Boca’s cultural community include Boca Ballet Theatre, The Boca Raton Historical Society, the Boca Raton Museum of Art, the Boca Raton Philharmonic Symphonia, the Children’s Museum of Boca Raton, Gumbo Limbo Nature Center, the Mizner Park Amphitheater, which offers a full schedule of concerts and live performances throughout the year, FAU Dorothy F. Schmidt College of Arts & Letters, the Lynn University Wold Performing Arts Center, Palm Beach International Film Festival, The Schmidt Family Center for the Arts and its annual Festival of the Arts BOCA, the Sol Children Theatre Troupe, the Children’s Science Explorium, Women in the Visual Arts (WITVA) and many more.

PALM BEACH COUNTY/SOUTH FLORIDA

The Good Life—Only Better

Palm Beach County and Boca Raton offer the best of both worlds—delicious tropical living with all the advantages of big city amenities. Here are a few of the most popular places to explore the sophisticated side of the Palm Beaches:

• Each spring Boca Raton hosts the wildly popular Boca Bacchanal, an epicurean wine and food festival—as well as its acclaimed arts and music extravaganza, the Festival of the Arts BOCA.
• Atlantic Avenue in Delray Beach offers more than 100 restaurants and just as many retail shops, 90 beauty salons and fitness venues, 21 hotels, more than 20 art galleries, and a thriving nightlife. In July 2012, it was named the Most Fun Small Town in America by Rand McNally, USA Today and the Travel Channel.
• Worth Avenue in Palm Beach celebrated its 100th anniversary in 2011, and is arguably one of the most elegant shopping venues in the country, an international destination featuring the world’s top fashion designers, including Gucci, Armani, MaxMara, Pucci, and Tory Burch, as well as renowned hotels and boutique resorts, fine-dining and world-famous entertainment lounges, all along the charming palm-lined street and cozy courtyards.
• Clematis Street District, CityPlace, West Palm Beach is cashing in the dividends from its $30 million investment in its downtown waterfront, with more than 30 new restaurants, retailers and nightspots.
• Town Center Mall, Mizner Park, and Royal Palm Place in Boca Raton feature dozens of upscale shops and boutiques, fine dining, an art museum, cinema, and outdoor amphitheater, as well as a center common area that hosts seasonal public events and concerts.
• The Gardens Mall and PGA Commons in Palm Beach Gardens feature a luxurious regional shopping center and the smaller PGA Commons with dining, shops and galleries.
• Abacoa Town Center in Jupiter offers a pedestrian-friendly, old-fashioned main street feel, with restaurants, offices, and specialty stores that mix easily with the Florida Atlantic University campus and Roger Dean Stadium, home to Spring Training baseball every March.
• Wellington Green is a beautiful blend of Mediterranean style and local architectural traditions, featuring some of the most popular and sought-after fashion retailers.
• Distinctive dining is available throughout Palm Beach County; in fact, the region is becoming an important “foodie” destination in America. Internationally acclaimed Chefs Michelle Bernstein, Masaharu Morimoto, Daniel Boulud and others have added The Palm Beaches to the list of select destinations to carry one of their signature restaurants. Numerous local chefs have earned prestigious accolades, including the James Beard Foundation’s “Best Chefs of the South” list.
Size Matters

- Palm Beach County is the largest among Florida’s 67 counties, with a population estimated at nearly 1.3 million and an area encompassing more than 2,000 square miles.
- Palm Beach County had the state’s highest per capita annual income.
- Palm Beach County is one of the only counties in Florida awarded “AAA” bond ratings by Fitch, Moody’s and Standard & Poor’s.

Diversity

- The 2010 Census documents Palm Beach County’s diverse racial composition, with 57.9 percent white persons (non-Hispanic), 16 percent black persons, 22.5 percent Hispanic origin and 2.4 percent Asian. The Palm Beach International Airport estimates that its “catchment area,” or that primary geographic area from which its customers are drawn, includes 500,000 Hispanic customers.

Palm Beach County School District Facts at a Glance

- The district was recently named a finalist for the prestigious Broad Prize. This national award honors urban school districts that achieve the greatest gains in student performance (with an emphasis on Hispanic and African American achievement). The district will receive $550,000 in additional scholarships if selected during the awards ceremony in New York City on Tuesday, Oct. 23 (the day after the debate). As a finalist, the Palm Beach County schools are guaranteed $150,000 in additional scholarship funds.
  - School districts cannot apply nor be nominated. The Broad Review Board independently selects the finalists and winner. The panel includes Condoleezza Rice, two former Secretaries of Education, Margaret Spellings and Rod Paige among other high profile panelists.
- PBC School District is the 11th largest in the nation.
- PBC School District is the top rated urban school district in the state.
- PBC School District earned an "A" rating for the eighth consecutive year.
- Twelve PBC high schools made the Washington Post's list of top rated high schools in the nation.
- PBC School District has 188 schools serving 175,000 students.
- PBC School District has 174 Choice Programs covering academic, technical, science, sports medicine and art baccalaureate programs.
- Students in PBC Schools speak 141 different languages.
- Students in PBC Schools come from 196 different territories of birth.

Life is more than a beach: the business end of paradise

The current economic indicators for Palm Beach County point to a vibrant and healthy economy—one that is growing and thriving.

- Six of the 50 largest private companies in Florida are headquartered in Palm Beach County, as well as five of the 50 largest public companies in the state.
- There are more than 48,000 companies here supplying goods and services.
- Palm Beach County ranks as one of the best places to open a corporate headquarters. In a 2011 comparative cost analysis, we rank No.16 among 55 top U.S. locations. (Boyd Company/Location Consulting)
- The top 10 county manufacturing employers by number of employees are Florida Crystals (sugar) with 2,000; U.S. Sugar Corp, with 1,700; Tyco International/ADT/SymplexGrinnel (security
system manufacturing) with 1,500; Sikorsky Aircraft (helicopters) with 1,105; A. Duda & Sons Growers (agriculture); Pratt & Whitney Rocketdyne (aerospace engineering) with 1,000; Thomas Produce Co. with 1,000 (agriculture); TKM-Bengard Farms (agriculture) with 800 and Walgreens Distribution, with 720.

- Other major employers in the services sector include the Palm Beach County School District with 21,495; Palm Beach County, with 11,381; Tenet Healthcare Corp., with 6,100; NextEra Energy, with 3,635; G4S, with 3,000; Hospital Corporation of America, with 2,714; Florida Atlantic University, with 2,706, Bethesda Memorial Hospital, with 2,391; Office Depot, with 2,250; Boca Raton Regional Hospital, with 2,250; Veterans Health Administration, with 2,207; Boca Raton Resort & Club, with 2,200; The Breakers, with 1,800, and more.

- Palm Beach County is the national leader in the production of sugar (the largest in the U.S.) and fresh sweet corn, and is also Florida’s leading producer of rice, bell peppers, lettuce, radishes, Chinese vegetables, specialty leaf and celery.

- With an estimated $988 million in total agricultural sales for 2008-09, Palm Beach County leads the State of Florida, all counties east of the Mississippi River, and is one of the 10 largest in the United States.

- Palm Beach County agricultural infrastructure includes:
  - three major sugar manufacturing mills
  - one sugar refinery
  - 14 fresh vegetable packing houses
  - 550 horticultural nurseries
  - major hydroponic tomato growing operation
  - rice processing and packaging mill
  - agricultural by-product electrical cogeneration plant
  - major sugar and molasses port shipping facility
  - equestrian racetrack training facility
  - world-famous polo, dressage and jumpers stadiums
  - largest county golf course revenue in the state at $664 million
  - largest county landscape and landscape maintenance annual revenue in the state at $450 million
  - one of the largest county retail garden center annual sales in the state at $279 million
  - leads the state in agricultural wages and salary with over $341 million

- Tourism is the county’s leading industry, generating a direct annual economic impact of $5 billion in the local economy. It employs more than 50,000 people in the county and brings in more than 5 million visitors annually.

- The Palm Beach County Business Development Board has an impressive track record in jobs creation through its aggressive marketing and programs. In the last decade alone, it has landed 206 new businesses for a total of 18,262 jobs.

- Since 1989, the Palm Beach County Film and Television Commission (FTC) has been a premiere location for film, television and still photography shoots, generating millions of dollars in revenue annually. Feature films that have been shot in Palm Beach County include Heartbreakers, Bad Boys 2, Body Heat, In Her Shoes, Donnie Brasco, Folks!, Striptease, Cape Fear, and many more.

Max Planck is Not a Rock Band

- Palm Beach County’s emerging life science industry is anchored by Scripps Florida and Max Planck Florida Institute and more than 150 life science, pharmaceutical and bio tech companies.

- Palm Beach County ranked No. 23 in the U.S. and Canada as an affordable place to do business compared to other biotech hubs. (Boyd Company/Location Consulting)
• Palm Beach County ranked No. 3 on the list of “The Next Up and Coming Tech Cities” by Forbes.com., “a haven for cutting-edge biotech and life science research.”

Planes, Boats & Trains

• Palm Beach County is ideal for trade, centrally located between Miami and Orlando, and within easy reach of all of the major Florida air and seaports. Palm Beach County is part of the Miami Customs District, used by much of Latin America and the Caribbean as the first destination for goods to be distributed to the rest of the United States and Europe, and vice versa. Increasingly, many Asian firms are also using the Miami Customs District to ship goods for similar purposes, with China becoming one of the region’s top five trading partners.
• The Port of Palm Beach is the fourth-busiest container port of Florida’s 14 deep water ports, and is the 18th-busiest container port in the United States. In fiscal year 2010, the port moved over 213,000 20-foot container units.
• Palm Beach International Airport and its seaport with a Foreign Trade Zone enjoy easy access to the Florida Turnpike and Interstate 95, along with two major railways (FEC and CSX).

Tax Relief
Florida’s sunny weather also extends to the tax climate:

• NO corporate income tax on limited partnerships
• NO corporate income tax on sub chapter S-corporations
• NO state personal income tax GUARANTEED BY CONSTITUTIONAL PROVISION
• NO corporate franchise tax on capital stock
• NO state-level property tax assessed
• NO property tax on business inventories
• NO property tax on goods-in-transit for up to 180 days
• NO sales and use tax on goods manufactured or produced in Florida for export outside the state
• NO sales tax on purchases of raw materials incorporated in a final product for resale, including non-reusable containers or packaging.

Everyone’s favorite vacationland
Palm Beach County is officially America’s First Resort Destination. Henry M. Flagler, the builder of what is now The Breakers Hotel, Whitehall (his residence), and the Florida East Coast Railroad, invited guests down to South Florida for rest and relaxation and hosted musical performances in his home. Thus began the reputation of Palm Beach County as a cultural destination.

Today, there is something for everyone, from more than 170 golf courses (and the PGA tour-sanctioned Allianz and Honda golf tournaments) and equestrian and polo events, to 47 miles of beaches on the Atlantic Ocean. There is boating, diving, fishing and unique attractions, such as Lion Country Safari—as well as Lake Okeechobee, the second largest freshwater lake in the United States. There are resort destinations like the Boca Raton Resort & Club, The Breakers, the Ritz-Carlton-Palm Beach and countless others from Boca Raton through Palm Beach and Palm Beach Gardens as well as spring baseball training at Roger Dean Stadium. In short, Palm Beach County is a vacation paradise—and has been for 100 years.
Arts & Culture

- Palm Beach County is Florida’s cultural capital, with more major cultural organizations (budgets greater than $1 million) than any other coastal area in the southeast.
- Cultural offerings include: Morikami Museum and Japanese Gardens, Society of the Four Arts and Gardens, Ann Norton Sculpture Gardens, Boca Raton Museum of Art, Norton Museum of Art (one of the largest in the Southeast and the largest in Florida), Kravis Center for the Performing Arts (a top grossing center in the world), Palm Beach Zoo (one of the top zoos in the country and first to get LEED-certified); Maltz Jupiter Theater (the largest regional theatre and just 300 yards from the ocean), Flagler Museum (identified as one of the world’s most beautiful homes during the Gilded Age), Loxahatchee River Society and Lighthouse, Loggerhead Marine Life Center (one of the top turtle rehabilitation and research facilities), Old School Square in Delray Beach, and many, many more cultural organizations.
- During the first three months of the year, Palm Beach County becomes the national epicenter for contemporary art, fine arts and crafts with several prominent art fairs.
- The county is home to many festivals all year long including Florida’s largest arts and music fair (SunFest), one of the few street painting festivals in the country, two of the top arts festivals in ArtiGras and Delray Affair, and many multicultural festivals.

That nature thing
Palm Beach County is actually home to the northernmost stretches of Florida’s Everglades, as well as a wide array of natural habitats. Approximately 140,000 of the 165,000 acres of Northeastern Everglades Natural Area (NENA) are in Palm Beach County. From coastal ecosystems to marshland to natural Florida rivers, scrubland, pine forests and hammocks, there are endless opportunities to explore the region’s natural beauty. Here are a few:

- The Palm Beaches are brimming with parks and preserves, like Blowing Rocks on the coast with its dramatic rock formations, Jonathon Dickenson Park with its kayaking lagoon, Gumbo Limbo Nature Center in Boca Raton with its coastal marine preserve and boardwalk, Boca’s marine Red Reef Park, Riverbend Park on the Wild and Scenic Loxahatchee River, the Arthur R. Marshall Loxahatchee National Wildlife Refuge, and many more. In fact, there are 63 parks and eco attractions throughout The Palm Beaches.
- The Palm Beaches have 125 waterways suited for kayaking, boating and every other imaginable water sport.
- Grassy Waters Preserve /Apoxee Park is an over 20-square-mile area in West Palm Beach and is the largest city park in South Florida that features the Everglades.
- The country’s best bass fishing is in the 730 square miles of Lake Okeechobee.
- Proximity to the Gulf Stream maintains comfortable ocean temperatures for divers and snorkelers to explore more than 20 reefs and an abundance of deep-water wrecks, which are divers considered to be some of the best in the country for exploration.
- With more than 16,000 nests in 2010, we have the second highest sea turtle nesting location in Florida for Loggerhead, Leatherback and Green turtles. We also have the largest nesting area in South Florida – over 40 miles.
- The Green Cay Wetlands offer a 1.5-mile elevated boardwalk that wind throughout the park. The wetlands are designed to naturally filter several million gallons of highly treated water each day from Palm Beach County’s Southern Region Water Reclamation Facility while recharging the groundwater.
- The 120-acre Jupiter Inlet Lighthouse Outstanding Natural Area (ONA), one of only three ONAs in the country and the only one in the eastern half of the country, features the Jupiter Inlet Lighthouse and Museum. The lighthouse was built in 1860, and the museum is in a restored
WWII building. Visitors can climb the lighthouse steps or visit several outdoor exhibits at this special place that celebrates both manmade and natural South Florida history.

- Lake Okeechobee Scenic Trail/Florida Trail is one of only 14 official Florida Trail Gateway Communities; we feature the only part of the trail that runs from the lake to the Atlantic Ocean.

*(Community talking points produced by Marie Speed, editor, *Boca Raton Magazine*)

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