

Alex Morales
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Miami Lakes, Florida 33016
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April 4, 2012

Mr. Colin Baenziger
Colin Baenziger and Associates
12970 Dartford Trail, Suite 8
Wellington, FL 33414

Re: Key West City Manager Opening

Dear Mr. Baenziger:

My 20+ years of experience in government, social services, and non-profits is an excellent match to the qualifications you are seeking in your City Manager. I bring to the table a record of outstanding compliance with Federal, state, and local regulations, reduced spending, increased efficiency, and increased customer and employee satisfaction.

From 2002 to 2009 I worked as Executive Director of the Hialeah Housing Authority, leading an overhaul of the physical inventory, policies, and internal controls that achieved:

- Successful collective bargaining negotiations.
- Significant reductions in Health and Worker's Compensation Insurance costs
- High Performer designation from HUD in the Public Housing and Section 8 Programs.
- 25% improvement in Customer Satisfaction Surveys.
- Over 20 million dollars in grant funds secured during my tenure.
- Investment of over 25 million dollars in capital improvements.
- Financial stability and viability for all lines of business obtaining program reserves of over \$10 million.

At the Hialeah Housing Authority I crafted and oversaw a budget of over \$50 million encompassing a wide range of programs that included over 1,100 Public housing units, 545 Affordable housing units, 300 workforce housing units, over 4,300 Section 8 vouchers, 10 elderly meals sites serving over 1,000 people per day, FSS program, Senior Activities Program, Adult Day Care Center, and Child Day Care Center.

At the Hialeah Housing Authority and previous employers, the City of Hialeah, Goodwill Industries, the American Red Cross, and PCA Family Medical Centers, I gained valuable experience analyzing work processes, procedures, and resources and crafting solutions to improve productivity, profitability, and customer satisfaction. I believe this experience makes me uniquely qualified for the City Manager position currently available with the City of Key West. If you agree that a meeting could be to our mutual benefit, please contact me at 305-303-0358 or email alexmorales39@hotmail.com. I look forward to speaking with you.

Sincerely,



Alex Morales

Enclosure: Resume
References

ALEX MORALES

16421 NW 83 Court ♦ Miami Lakes, Florida 33016 ♦ 305-303-0358 ♦ alexmoraless39@hotmail.com

A highly experienced Executive who has demonstrated the ability to lead diverse teams of professionals and non-professionals to new levels of success in a highly regulated, fast-paced environment. Strong technical and business qualifications with an impressive track record of more than 15 years of successful, profitable, experience in organizational, management, communication, and project management. Proven ability to successfully analyze an organization's critical requirements, identify deficiencies and potential opportunities, and develop innovative and cost-effective solutions for enhancing competitiveness, increasing revenues, and improving customer service offerings. Demonstrated history of revitalizing distressed lines of business and obtaining efficiency, profitability, and customer satisfaction.

SALARY REQUIREMENTS: Negotiable within the industry standard range for similar, comparable positions.

RECENT ACCOMPLISHMENTS

HIALEAH HOUSING AUTHORITY

- Successful collective bargaining negotiations.
- Significant reductions in Health and Worker's Compensation Insurance cost
- High Performer designation from HUD in the Public Housing and Section 8 Programs
- Obtained 25% improvement in Customer Satisfaction Surveys
- Obtained over 1 million dollars in grant funds during 2009 fiscal year
- Directed investment of over 25 million dollars in capital improvements
- Directed operations of over 150 employees and \$50 million annual budget
- Expanded services to hundreds of new families
- Created financial stability and viability for all lines of business obtaining program reserves of over \$10 million.

PROFESSIONAL EXPERIENCE

ABBIE J. WEIST, INC., Fort Myers, Florida

2010 - Current

Grant Writer/Consultant, \$30,000 annually

• Research, prepare, organize, write, format, and submit detailed and comprehensive funding applications in accordance with instructions and notices of funding availability issued by federal and State agencies. Perform program development services, provide technical assistance, evaluation, and studies.

BARBIE BAKERY, Hialeah, Florida

2010 - 2012

Administrator, \$100,000 annually

• Manage all retail and production operations. Hire, train, supervise, reward, and discipline a work force of thirty employees. Assess and analyze customer feedback and achieve improved customer service. Sales have increased 8%-11% each year. Manage purchasing and inventory.

HIALEAH HOUSING AUTHORITY, Hialeah, Florida

2002 - 2009

Executive Director, \$127,000 annually

- Responsible for overall agency operations administering a budget of over \$50 million and 150 employees.
- Oversee the strategic management and planning of the agency and oversight of all operations and service delivery in order to provide streamlined operations, reduced operating costs, and greater customer satisfaction.
- Interface with employees, community partners, board members, and clients to develop and maintain organizational strategies, operational efficiencies, and outstanding services.

PROFESSIONAL EXPERIENCE (CONTINUED)

CITY OF HIALEAH, Hialeah, Florida

2002 - 2002

Assistant to the Mayor

- Responsible for constituent relations and assisted in supervising all city departments in a municipality with over 210,000 residents. Conducted audits of departmental procedures and recommended policy changes and implemented performance improvement plans. Served as interim Director of Code Compliance.

INDUSTRIAL ASSOCIATION OF DADE COUNTY, Doral, Florida

1999 - 2002

Executive Director

- Managed all aspects of professional association dedicated to promoting responsible growth and redevelopment of commercial and industrial properties in Miami-Dade County. Responsibilities included advocacy, member recruitment and retention, event planning, bookkeeping, and publication of newsletter

CITY OF HIALEAH, Hialeah, Florida

1989 - 2000

Hialeah City Councilman

- Served as an elected member of the legislative body of the City of Hialeah, FL; a municipality with over 210,000 residents. First elected in 1989 and re-elected in 1993 and 1997. Served as Council Vice-President from 1989 to 1990 and as Council President from 1998 to 2000.

EDUCATION

Master of Political Science, (1990)

THE JOHNS HOPKINS UNIVERSITY, Baltimore, Maryland

Bachelor of Politics and Public Affairs, (1987)

UNIVERSITY OF MIAMI, Coral Gables, Florida

Additional Skills

Bilingual - Fluent in Spanish, both verbally and written.

References

Benjamin Alvarez
Former Hialeah Housing Authority Commissioner
1836 West 72 Street
Hialeah, Florida 33014
305-331-3175 / 305-558-6616

Anita Wydra
Former Hialeah Housing Authority Commissioner
5737 West 15 Court
Hialeah, Florida 33012
305-761-4435

Father Jose Luis Paniagua
Former Hialeah Housing Authority Commissioner
701 West 77 Street
Hialeah, Florida 33014
305-558-2150 / 305-556-3278

Mayor Raul Martinez
Mayor of Hialeah, Retired
700 West 76 Street
Hialeah, Florida 33014
305-823-8686 / 305-336-5785

Mr. Jorge Gonzalez
City Manager
City of Miami Beach
1700 Convention Center Drive
Miami Beach, Florida 33139
305-673-7010
citymanager@miamibeachfl.gov

Ms. Yvonne Soler-McKinley
City Manager
City of Doral
8300 NW 53 Street, #100
Doral, Florida 33166
305-593-6725
ysmckinley@cityofdoral.com