



## MEMORANDUM

Agenda Item 15(C)1

To: Honorable Chairman Bruno A. Barreiro, and  
Members, Board of County Commissioners

Date: January 10, 2008

From: Honorable Harvey Ruvin, Clerk

Subject: Appointment of Luis De Jesus  
to the Dial-A-Life Program  
Advisory and Oversight Board

*Kay Sullivan*  
Pursuit and County Courts

Kay Sullivan, Director  
Clerk of the Board Division

It is recommended that the Board consider the appointment of Mr. Luis De Jesus to serve as a member of the Dial-A-Life Program Advisory and Oversight Board.

Section 2-1311 of the Miami-Dade County Code established the Dial-A-Life Program to oversee the collection and distribution of donated cellular and/or mobile telephones to eligible members of the community. The section further provides for the Board of County Commissioners to appoint one member from a community based organization dedicated to supporting families with at-risk or disabled children to the Dial-A-Life Advisory Board.

The Dial-A-Life Program Coordinator has forwarded a letter from Mr. De Jesus, President and CEO of Ayuda Foundation, Inc. expressing his interest in serving as a member of the Dial-A-Life Program Advisory and Oversight Board. Mr. De Jesus will fill the seat vacated by Ms. Diana Susi, who resigned her position in November 2007.

Mr. De Jesus' letter of interest and resume are attached for your review.

KS:sm  
Attachments



# Fax

**To:** Carmen J. Williams,  
Dial-A-Life Program Coordinator  
Miami-Dade Fire Rescue Department

**From:** María E. Anaya  
ESOL Teacher & Tutor / Office Manager

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**Fax:** (305)596-8527      **Pages:** Cover + 4 pages = 5 pages

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**Phone:** (786) 336-6644      **Date:** November 29, 2007

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**Re:** Letters from D. Susi / Luis De Jesus      **Fax:** (305)866-5690

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**Urgent**     **For Review**     **Please Comment**     **Please Reply**     **Please Recycle**

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• **Comments:**

Ms. Williams,

Attached please find the following:

- Letter of Resignation from Ms. Diana Susi
- Letter from Mr. Luis De Jesus
- Mr. Luis De Jesus' Resume

Thank you for your kind attention.

Sincerely,

María E. Anaya  
ESOL Teacher & Tutor / Office Manager



# ayuda

Foundation Inc.

A non profit organization

Since 1977

Toll Free: 1(866)418-AYUDA

Adults and Young children with Unmet needs Deserve Attention

**Board of Directors**

Ricardo Ortiz  
*Chairman of the Board*

Enrique Puldom  
*Executive Chair of the Board*

Marina McAninch  
*Vice Chair of the Board*

Martin Arriola  
Liberto Bello  
Marcelo Bezos  
María Cruz  
Gretchen Fernandez

DeAnne Graham

Bonni Geler

Raul Gomez

Jacqueline Hertz

Mary Rosa Lerner

Christina Lopez

Elsa Urquiza

Marjorie York

Luis de Jesus  
*President - C.E.O.*

Diana Susi  
*Emeritus President  
and Founder*

November 27, 2007

Carmen J. Williams  
Dial-A-Life Program Coordinator  
Miami-Dade Fire Rescue Department

Dear Ms. Williams,

I hereby submit my resignation to the DAL Board of Directors as I am no longer employed by AYUDA. It has been a pleasure to work with all of you for the past years. However, as at present, I am only a member of the AYUDA Board of Directors I recommend that Mr. Luis de Jesus, the new President and CEO of AYUDA, take my place.

As Mr. De Jesus has expressed his desire of serving on your Board, I hope you find it in the best interest of DAL to vote him in. I will be attending the awards presentation in December and will be taking him so that he meets all of you then.

Thanking you in advanced for your kind attention to this matter, I remain

Sincerely,

Diana Susi  
Member of the Board of Director

DS/ma

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November 27, 2007

**Board of Directors**

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Luis de Jesus

*President - C.E.O.*

Diana Susi

*Emeritus President  
and Founder*

Carmen J. Williams  
Dial-A-Life Program Coordinator  
Miami-Dade Fire Rescue Department

Dear Ms William,

Ms. Diana Susi has informed me about her decision to resign to your Board of Directors. As President and CEO of AYUDA and as a citizen committed to do the best for our community, I wish to express my interest in serving on the DAL Board.

Attached to this letter you will find my resume to better inform you of my experience. Being President and CEO of AYUDA for the past year and 4 months has allowed me to learn much more of what it is to help the needy families in our community. I have a great interest in doing as much as possible and beyond to help the underserved community in which we live.

Should you find my petition in the best interest of the your Board and the necessary steps be taken for my membership to be approved, I remain

Sincerely,

Luis De Jesus  
President / CEO

[ldiejesus@ayudamiami.org](mailto:ldiejesus@ayudamiami.org)

LDJ/ma

Luis A. DeJesus  
3350 NE 192<sup>nd</sup> Street Apt 4-D  
Aventura, Florida 33180  
(786) 208-7390

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**Qualification:** Over 30 years experience in chosen professional field.

**Areas of Experience:** Administration, Labor Relations, Personnel Supervision,  
Forecasting, Sales, Training, Strategic Marketing Development  
Management and Strong Public Relations Skills.

**Education:**

Interamerican University  
Hato Rey, Puerto Rico.  
Degree: BBA

Gold Coast School of Realty  
Florida Real Estate License

ESCO Institute  
Certified EPA Universal Tech

**Employment History:**

2003 -- Present: Director of Sales & Marketing  
ARS Service Express

1999-2003 -- Vice-President of Operations  
Alaska Breeze Corp.

1995-1999 -- Project Director  
Resort World, Crystal Beach Club

1990-1995 - Director of Sales & Marketing  
Westgate Resorts

1984-1990 -- Executive Assistant Manager  
Condado Beach & La Concha Hotels  
Hilton International, Puerto Rico

1976-1984 -- Guest Service Manager  
Puerto Rico Sheraton Hotel  
ITT Corp.

Luis A. DeJesus  
3350 NE 192<sup>nd</sup> Street, Apt 4-D  
Aventura, Florida 33180  
(786) 208-7390

**Languages:** Speak, read and write fluent Spanish and English.

**Hobbies:** Swimming, boating, basketball, tennis, backgammon, chess.

**Civic Organizations:** Member of AYUDA's Board 1993-2006  
Volunteer National Organization of Honor Campers  
Volunteer Swimming Trainer Special Olympics  
Master of Ceremonies Ms. Latina International  
Master of Ceremonies Puerto Rican Chamber of Commerce