

# *J. Robert (Rob) Medina*

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**Objective** To pursue a career in the public or private sector with the goal of enhancing the quality of life in our community.

**Experience** **U.S. House of Representatives-Congressman Bill Posey- Director of Community & Military Relations- Florida's 15<sup>th</sup> & 8<sup>th</sup> Congressional District 1/2010-Present**

- Public Relations w/ Department of Defense & Community
- Provide support to Military Veterans in navigating the Department of Veterans Affairs
- Obtained Medals and pertinent information from the different branches of the Armed Forces and federal agencies i.e. Bronze Star Medal, POW Medal, Purple Heart Good Conduct Medals WWII Victory Medals & Others
- Public Speaking-Representing Congressman Posey through the Congressional District.
- Assisted with the organization of several military presentations and events

**Brevard County Board of County Commissioners 11/ 2000-2009**  
**Commissioner's Aide to Jackie Colon**

- Public Relations-Meetings representing the Commissioner
- Public Speaking on behalf of the commissioner, Implementation of Community Outreach Programs, Participated in Contract Negotiations re: Union Contracts
- Conducts Meeting with Department Directors in order of briefing the Commissioner on BOCC Agenda items
- Efficient in problem solving, finding a common ground with organizations, Researched Brevard County Code Ordinances and Florida Statue

**State of Florida Department of the Lottery 1988-2000**  
**Lottery Marketing Consultant**

- Responsible for over several accounts throughout several neighboring counties
- Conducted promotional sales events
- Managed accounts receivables per retailer
- Marketed all lottery products successfully & efficiently
- Increased promotions in territory by 79%
- Increased Sales Revenue by over 110% ( at each retail outlet)
- Managed retail accounts different territories

## **United States Marine Corps 1984-1988**

### **Non-Commissioned Officer**

- Responsible for maintaining a high moral among troops
- Managed payroll accounts of hundreds of Marines
- Conducted Inspections regarding payroll and military bearing
- Supervised platoon, provided rifle range support & instruction
- Arranged security schedule of armory
- Provided security of military prisoners attached to Second Marine Division (2<sup>nd</sup> FSSG)
- Provided Armory Security while attached to Second Marine Division (2<sup>nd</sup> FSSG)

**Education** Dewitt Clinton High School Honors Graduate 1979- Bronx, NY  
Attended Brockport State University, Brevard Community College  
Life Christian University- 2012 Bachelors of Theology-  
Magna cum Laude, 2014 Masters of Arts  
in Theology Zumma cum Laude

### **Outstanding Achievements**

- Assisted Congressman Posey with the 2014 Congressional Gold Medal law recognizing the Army's 65<sup>th</sup> Army Regiment
- Assisted Congressman Posey with obtaining the Bronze Star Medal for (Jack Proctor) for actions during the Vietnam War.
- Assisted Congressman Posey with obtaining the POW Medal for Gordon Petro for being held as a POW during the Korean War.
- Assisted Congressman Posey with obtaining the Purple Heart Medal for Frank Trent for actions during the Korean War.

**Awards & Recognition-** Outstanding Community Service Award (Christmas Extravaganza, Jornada Fest Outstanding Community Service Award, Patriots Award (Liberty Bell Museum) USMC Non-Commission Officers School, USMC Good Conduct Medal, USMC Meritorious Mast Recipient, USMC (5) Letters of Appreciation, Recipient of the Number One Lottery Marketing Representative (State of Florida, 1996), and Florida Lottery District Award  
Certificates of Appreciation Palm Bay Little League, Certificate of Appreciation Palm Bay Youth Athletic Association

**References** Available upon request

on! I am committed to displaying my conservative principles throughout my campaign so Yes I am choosing a campaign fueled by work ethic and less on spending.

9. **What type of voter contact are you budgeting for?** As previously shared our campaign has placed a \$40,000 cap on our budget for the Republican Primary. As a team, we clearly understand that this is a low amount for a primary race. The fact remains due to this conservative decision -- We will clearly NOT "out raise" and "not outspend" our opponent(s), but we will DEFINITELY OUTWORK them! I cannot lift my right hand to God and say I will protect the interests of the people with a conservative approach and not start that process as I campaign! Our campaign is going forth with a door to door campaign. That's our mission! I will not hire or have a campaign manager for in the end with the people support it will be my name on the door and I will WORK FOR THEM,. We will be passing out pamphlets and solution-based literature to the voters whom have a history of going to the polls during the primary. We are attending community meetings, events and projects and will be passing out questionnaires in order to receive their opinions. We are reaching out to new voters and voters of all parties for no matter what side of the aisle they are on. Fact is many believe common sense and transparency must take precedence. To many times candidates are too busy sharing their ideas with the citizenry while not having an avenue to receive input of what valid concerns the citizens and businesses have. We are on ball fields, in shopping centers, in places of worships and at public meetings shaking hands and offering solutions as we work "for a better Brevard"! We look forward to expanding our message not only through mailers, but also through social media. Presently our ground effort has been unmatched and I truly believe our social media outreach has produced many positive results in helping with name recognition, message and platform. We look forward to taking my conservative principles, solutions for our county's challenges and support of our constitution to the people whom will do the hiring. It is that simple. hardwork and dedication will make the difference. At the end of the day, our face-to-face contacts with the good people of Brevard will ensure that the goal "for a better Brevard" will be start in November **when I go to work for the people of Brevard!**

10. **Why are you running for office?**

Eight years ago, I worked as a legislative aide for District Five Commissioner. During that time, there were many that felt I did an excellent job as a legislative aide. They felt I was effective, respectful and, most importantly, they believed I would be a servant they can count on. I personally wanted to work for the people and businesses of District 5 at that time. I had ideas and concerns which I wanted to address such as opening the commission office on Saturdays when many whom work are off. Having the commission office open earlier during the week, I had major concerns that in the years ahead our roads, culverts would fail if a realistic infrastructure plan were not put forth. It was also clear that our Lagoon was showing many signs of struggling. These were just a few of the areas I wanted to address and implement. Eight years later, there are no office hours on Saturday, infrastructure areas have failed, residents and businesses have suffered the affects as their roads were closed down, and the Indian River Lagoon is in huge trouble. As I shared then as I do now the reason I did not announce my candidacy back then was the Commissioner I worked for was leaving, due to term limits. Fact was although I was not an elected servant of the people; I still personally believed the keys of the office

MUST be turned over to another servant for I was employed there! The appearance of a clean slate must be displayed for all to see! A true transparency for the people is a must. Honesty, integrity, perception are not just words. People should not get a pass because they SAY they are honest, for their actions MUST speak louder than any words. The Good ole boy system unfortunately is alive and well in Brevard County and it must end “for a better Brevard” to happen. Candidates and elected officials can’t just talk the talk they must walk the walk of transparency, respect, and ethics.

It is 8 years later and I have no ties whatsoever to the Commission Office of District 5. What I do have is love of our community and district. I know the issues, I have stood alongside our veterans, and I have attended meetings throughout the years more than any other candidate. I believe a major effort needs to be put forth and I am willing and able to serve. My belief is if you care enough to want the people across the district to hire you then you must have shown your caring and involvement in the very areas you will be hired to represent. You must be accessible!

Our district, as you all know, serves a number of municipalities. I have interacted with elected officials, citizens and businesses many times when there was an important issue in our district. As District 5’s commissioner my sole purpose will be to ensure that every citizen, every business and every municipality in district 5 realizes that I will serve them fairly and effectively.

**There are five issues /areas which I have placed upon my campaign as priorities.** I will work towards bringing forth results for each of these priorities. Please also realize that this does not mean I won't aggressively dedicate my term to all issues involving our budget, for I will! However, it does mean I believe these areas need to be fully addressed to ensure a better Brevard. My first priority is the restoration of the Indian River Lagoon. This is a must! We cannot stand by and not give our best to address this major issue. We owe it to our community and our children's children and their children to stop the destruction of this great river. I can assure you that the Lagoon will have my unwavering continued support. Make no mistake I will be part of the team who reaches in and sets forth to save the Indian River so others can see the beauty and enjoy its benefits. This great River will not die on my watch. I have met and will continue to meet with individuals whom are committed and dedicated to ensuring the Lagoon starts to properly breathe again.

**The second priority is Veterans Advocacy** – It’s clear that our county loves our veterans and I am extremely grateful for their outreach and love. However it is also clear that our Veterans need to know our County is completely behind them with the best resources available. In hope of accomplishing this we must immediately initiate a countywide board dedicated to veteran issues and resources. This board will work alongside our outstanding local veteran groups and stake holders to ensure all veterans issue is this board’s top priority. I have been involved in Veterans advocacy for the majority of my life. I have unfortunately officiated a funeral of our hero soldier killed in action protecting our Nation, served as a county legislative aide and worked alongside many in hopes of addressing veteran issues, presently serve as a congressional staffer as director of

community and military relations, I have witnessed first-hand the scars that are not visible and the sacrifices endured by those who have sworn to protect our nation. They have stood up for us, and I will continue to stand up for them with the help of many whom feel the same way!

**My third priority is campaign finance reform.** Recognizing this is a state / federal issue I however firmly believe the County has an obligation to ensure a higher level of ordinances beyond reproach. The people and businesses of Brevard need to know that any and all contracts awarded will not benefit the elected official who approved it in an upcoming campaign. An example of this is the following; let's say a contract is awarded to an individual or corporation by an elected county commissioner. The lobbyist, corporation itself, or members of its team whom assisted in the contracts passage, turn around and at times financially support the elected official who supporter the passage of their contract. This support may be for their reelection or if the elected official seeks another office. This support is legal, however in my opinion it is morally and ethically wrong. The fact is, we have over half a million people in our county and there is no need to accept donations from the people you awarded contracts to. Let that contract stand on its own without a return to your own personal campaign. It just gives an overall better appearance. When elected by the people, I will bring my concerns regarding campaign reform to the commission in order initiate a policy in hopes of prohibiting receiving funds from the very entities, organizations which they have approved contracts for. The unfortunate fact remains that there are some whom run for local office with campaign coffers that truly represent the lobbyist, special interest groups, outside entities and political power brokers. In most cases these coffers of the candidate definitely did not swell to these amounts by the people whom are struggling, every day workers, senior citizens, small business owners etc. They receive their over hundred thousand in donations from special interests and out of area entities.

**The forth priority will focus on our roads.** Enough is enough! It's not right that a county, which is known across the world as the home of space flight, cannot get its personal vehicles across town within an hour. It's not right that business suffer severely because roads are closed down because the county failed to properly plan and budget properly. We have to immediately put every possible solution to improve this immediately! Our culverts are continuing to deteriorate. Our county unfortunately has areas of its infrastructure program that I believe is built upon crossing their fingers in hopes that certain areas do not collapse. District 5 had such areas. Our county wide preventive maintenance program clearly needs immediate funding and C.P.R.

**The fifth priority is a complete overview of the county budget process.** This budget has been over one billion dollars at times. This is a lot of money and it should be spent properly. We need to locate any and all unnecessary expenditures. I firmly believe the process needs an improved review by our citizenry and business leaders. There are some that say NO, for they think it will slow down the budget process. They say, "Rob, it muddies the water" and "The naysayers will come out". I respond to them with, "What is there to hide?" We should have the recommendations or suggestions by the citizenry and business leaders on the same government channel that airs the regular meetings. We need

a check and balance system in place that is led by transparency. Leaders who truly do their homework and lead will take the recommendations from all and do what they believe is right. I firmly believe additional ideas and review need to take precedence over egos and business as usual. I will ensure that we have business leaders and professionals whom do reviews for a living at the table. Fact is just because someone is elected to serve, does not make them the smartest person in the room. No one person has all the answers. We must come together and we must do a better job.

**Business Profile**

**Listed below are various groups who contribute to campaigns. Please indicate, by each group, whether you believe they will support or oppose your candidacy?**

I believe if the groups below want a leader whom will serve Brevard with God, honesty and integrity then yes I believe each would support my candidacy for a better Brevard. At the end of the day no matter what side of the political fence you are on you truly want Brevard to be a better place. You want it to be strong and safe. I am the Right candidate whom will raise his right hand and serve the county with the respect, solutions and results.

Agribusiness	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose
Personal Injury Trial Lawyers	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose
Banking & Finance	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose
Developers	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose
Environment Groups	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose
Insurance	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose
Labor Unions	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose
Local Businesses	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose
Manufacturers	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose
Medical (Physicians)	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose
Party Leadership	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose
Architects/Engineers/CPAs	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose
Realtors	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose
Teachers	<input checked="" type="checkbox"/> Support	<input type="checkbox"/> Oppose

**The Business community should support my candidacy because:**

When anyone steps up to serve I believe they must have the passion and work ethic necessary to achieve their goals. They need to have the experience, independence and resume which clearly defines their ability, involvement and proven leadership.

Our county has five commissioners whom are responsible for many decisions. As each of us realizes the county has faced many challenges and will continue to. The decisions that will be initiated over the next four years will impact our community for many years!

When hiring our next commissioner I believe history and involvement should count. My involvement in our District is unmatched by any of the candidates in this race. There is a saying which goes “no one cares how much you know, till they know how much you care” I have cared and will continue to as I serve the people of our county. I have been part of involved teams that have made a positive difference in our county and look forward to continuing the journey for a better Brevard.

I am a direct product of a small business owner. My father provided for his family in the Bronx on the income generated from his business. My parents moved to Brevard and once again opened a small business and they succeeded. I understand first hand the work ethic, the sacrifices and principles needed to ensure a business succeed. I also understand how red tape and over regulation destroys a business. As the next District 5 Commissioner I can assure I will be a leader whom will ensure a better Brevard for all.

In closing there are five commissioners whom work for the people and business community of Brevard. I can assure you if elected I will put in the time day or night to ensure a better County. This position is not a 9 to 5 job if done correctly. It is not a Monday to Friday job, for if one is committed to giving their all they must be ready to step up and serve the people they are elected to serve. The people and businesses deserve a full time effort and **I can promise you my office will be open on Saturday just like businesses are opened on Saturday throughout the county.**

**Describe your experience that qualifies you for the position you seek?**

Since moving to Brevard 28 years ago, I have invested my heart and time to our county in hopes to making a positive difference. My mom and dad live in District 5 and their business was in our District. My first wife Addis, whom was called home to be with our Lord shortly after we moved here. This great community banded together to help my family and I face our major loving loss. From that point on I was invested. Brevard was the place Addis and I wanted to raise our children and I was going to give it my all. Over the years, I believe I stepped up as an active volunteer, a veteran’s advocate and on ball fields as a coach. I have worked for over 12 years for the State of Florida, served as a County Commissioner Legislative Aide for 8 years and a Congressional staffer for 6 years. I am confident that when my resume of dedicated service, results and teamwork is compared to any candidate in this race, you will see that I have walked the walk.

My service and knowledge for this position is not limited to a certain municipality, nor do I have an appearance that I am aligned with any government agency, elected official or municipality. I look at this process with you and the voting process of Brevard County citizens as a job interview. I am applying to become a commissioner all can count on. I served the District 5 commission office as a legislative aide working for this very district for 8 years. I understand how the process works. More importantly, if blessed to step up to work for the people as their commissioner, I will initiate the changes needed to raise the professionalism and work for the removal of red tape that is strangling many from moving forward.

I am the only candidate that has attended budget meetings involving our county, both at public meetings and by sitting across from a county manager and department heads during briefings. I am equipped from day one to make the necessary changes for a true conservative approach as your next county commissioner. I can state, without any hesitation, that as your elected official I will ensure honesty and integrity. I will guarantee a common sense approach to ensuring realistic goals are achieved and a plan is in place for a better Brevard.

I raised my hand as a US Marine and kept my oath, I will keep my oath to the citizens of Brevard. The fact is, I have been part of a process in West Melbourne of getting a park built when the naysayers said it could not be done! I was part of the united process to move forward Heritage Parkway, when it was just a dream in the 1990s and I attended numerous meetings advocating its construction! Our Districts municipalities, unincorporated areas and businesses each are a vital part of our county and they need to know their commissioner is there to treat each of them with the respect and total non-bias commitment that they deserve.

As shared previously I believe there is a clear difference between myself and my opponents. I believe I have a stronger resume of service and results for this district from one end to the other. I have a resume of being a consensus builder! I am known for getting out of the car myself, standing alongside the people, business owners and veterans in hopes of bringing forth positive change. There are no strings attached to me. I clearly have the proven hands on involvement and expertise to immediately address the concerns of our district. I will be an advocate and servant the residents of Brevard County can count on.

In closing, I have worked alongside county staff, elected officials, volunteers in this very district for over 14 years. My service, my resume and my actions throughout the years speak louder than any words I can type on this page. I humbly ask for your support and more importantly your confidence. I will use my proven FULLTIME experience and my resume of getting all sides together for a better Brevard County. Thank you for your consideration and may God Bless you all.

*Candidates may be asked to fill out more detailed issue questionnaires, specific to their race.*