

SUMMER-FALL 2019

# PROYECTO

THE MAGAZINE OF THE LATIN BUILDERS ASSOCIATION

COVER STORY

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LBA President Eric Montes de Oca with LBA President-Elect Erick Valderrama, Executive Director Gus Cabrera, Home Depot's Regional Vice President Santiago Bernardez and Doral store leadership.

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PRESIDENT'S INSTALLATION  
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WITH THE POTENTIAL TO ONE DAY JOIN THIS BLEND ARE A RARE FEW:  
ONLY 10 OUT OF 10 000. SELECTION IS NOT ONLY A SCIENCE. IT IS AN ART.

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## MADE OF PRECISION

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summerfall 2019

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# PROYECTO

THE MAGAZINE OF THE LATIN BUILDERS ASSOCIATION

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## Letter from the President



# Latin Builders Association OUR TIME IS NOW!

**G**reetings to all and welcome to my final Proyecto Presidential Letter. I would like to start by saying how moved I've been these past few months from all the well wishes I have received. It is now my moment to thank you all for your unconditional support. Every day we made strides to improve our association, the LBA Academy and our community. I must say that these past two years have been life changing and very fulfilling. I am sure when I look back and reflect years from now, I will say this experience has provided more than I ever expected.

For the past 40 years this organization has been led by great visionaries with humility and tenacity. This has put us in an excellent place to continue to make waves in many different areas of our beloved city. Critical to our success was the businesses and friendships made through the years of the association. We've reaped the harvest of men and women who were willing to serve and met regularly to make the management decisions that allow our association to run so effectively. Thank you to all the board members who served so faithfully.

A very important part of the LBA are the annual events, and we've had some GREAT ones again these past years. Some of the very successful events are the annual golf tournament, LBA awards ceremony, the fishing weekend getaways and finally our Gala's welcoming the incoming Presidents every two years (we will touch on that subject again further into the letter). I hope all those that attended our annual events truly enjoyed themselves. We've also provided membership with legislative events, membership networking cocktails, next generation networkers and several other outreach opportunities. Last but certainly not least, our monthly luncheons continue to be a recurring success!

Welcome to all those reading this at our September 20, 2019 Awards Ceremony. This is a truly special award ceremony as

we honor our dear friend and LBA Partner Dr. Eduardo Padron, retiring President of Miami Dade College (MDC). We could fill this entire magazine with Dr. Padron's accomplishments while acting as President (MDC) and we would only be touching the tip of the iceberg. Dr. Padron's tenure at the College will forever leave an indelible impression and lasting impact for many future generations to come. His visionary work has uplifted and helped define the College and Miami's cultural landscape. I was honored when Dr. Padron inducted me into the MDC hall of fame in 2017. Yo soy MDC!

I would also like to thank City of Miami Mayor Francis Suarez for serving as our keynote speaker and Pamela Conde as our Emcee. Finally, I would like to thank all of those in attendance and a special congratulations to all the winners.

Let's talk a bit about our School: The LBA Construction & Business Management Charter Academy is now in its eighth year. I am very proud to say the Charter Academy raised its school Grade to an "A" this past year, largely in part to the dedication put forth by our principal, Jennifer Jaynes. We are so proud of all the hard work and efforts made by our faculty and staff to help in achieving this exceptional grade. Let's continue this journey towards the betterment of our children and community.

**Tragedy:** This past month South Florida was very fortunate to avoid the impact of Hurricane Dorian, unfortunately we cannot say the same for our neighbors and friends in the Bahamas. The category five (5) hurricane ripped through the islands of the Bahamas earlier this month devastating and destroying everything in its path. We at the LBA will not sit silently during these difficult times. We are an organization that will act and assist in the rebuilding efforts. The LBA will be filling containers with building materials, non-perishable supplies and whatever other supplies are required to help our Bahamian friends. Members will receive information on how each one can help with this important cause. Lastly, we pray for all the families who've lost loved ones to Dorian. God Bless you all.

**Celebration:** Join me and another 1,000 close friends and family in welcoming our next President, Mr. Erick Valderrama at his installation Gala on February 29, 2020 at the JW Marquis Marriot. I am sure Erick's Gala will be the party of the year and something we will be talking about for years to come. Details on the Gala and sponsorship opportunities will be made available very soon.

As I close, I have so many people to thank, all the committee chairs, the Board of Directors that put up with me these two years and of course our Director of Operations, Ilean and the entire LBA staff.

Lastly, I wouldn't be here today without the support of my family and the unconditional love provided to me by my beautiful wife Jennifer.

Friends, the last 2 years have changed my life, and I am forever grateful to you and to LBA for giving me this opportunity. My time as President might be at an end, but my commitment, love and dedication to this Association is only beginning. Thank you.

**Eric Montes de Oca**

---

Ilean  
Polverine



## Letter from the director

**H**ere we are again at the Proyecto Magazine meeting ground; it has been my distinct pleasure over the last nine months to interact with the LBA membership and to see firsthand, the tangible benefits we provide via our events.

With the momentum of the first quarter's successful luncheons, we set the bar high for 2019's signature Golf and Fishing events. We fully appreciate that with career and personal life demands, networking and leisure time is to be allocated sparingly. Therefore, what we hoped to deliver were for both work and recreation to transpire simultaneously; a forum for you to have access to the relationships you hope to cultivate, while doing so in the best possible environment. I daresay, we achieved our goals through these events - a marvelous time was had by all that attended the 22nd Annual Golf Tournament and the 33rd Annual Fishing and Family Weekend. For those of you that were unable to attend, we hope that you can join us next year.

In the coming months, we will bid farewell to our beloved President Eric Montes De Oca. As we look to the future, let us pay tribute to where we have been. Eric has been an admirable leader, above all, his kindness, laughter and joy will be greatly missed. He has successfully focused on continuing to solidify the legacy of the LBA and on building strong relationships with our Members, Directors, and our Community. We wish you continued success, Eric.

With the changing of the guard, we welcome in the coming month, our new President Erick Valderrama. We will officially celebrate his Presidency during his Inaugural Gala taking place on February 29th, 2020. This is an event not to be missed. We look forward to a prolific and prosperous term for Erick and the Association.

Let it not be left unsaid, that our members are what keep us thriving, therefore, thank you for your support and continued partnership. We look forward to navigating this path together.



**Natalia Pierantoni**  
Events  
Manager

Natalia Pierantoni is the Events Manager of the Latin Builders Association. Born in Manhattan, New York; her parents are from Colombia and Puerto Rico. Natalia moved to Tampa, FL in 2004 and currently moved to Miami to pursue her dream in Events. She graduated over the summer, with a Bachelor's Degree in Hospitality Management with a focus in Events Management from Florida International University.



**Giancarlos Cortada**  
Administrative Coordinator

Giancarlos Cortada is currently the Administrative Coordinator for the Latin Builders Association. Giancarlos was born in Hialeah FL and is of Cuban descent he is also an alumni of the LBA academy and is currently attending Miami Dade College majoring in marketing in hopes to someday own multiple businesses and experience the world of marketing.



**Neyda Rivera**  
Bookkeeper

Neyda Rivera is currently the bookkeeper for the Latin Builders Association. She was born in Miami, FL and is of Puerto Rican descent. Neyda has 3 daughters Vanessa, 26, Viviana, 18, Vivika, 14, and has a 14 month old granddaughter. She has over 15 years of experience in bookkeeping.





# PRESENTE

**For the beautiful islands of the Bahamas and their people**



The Latin Builders Association will begin disaster aid relief support to rebuild the Bahamas. On October 1st, we will begin fundraising efforts and will work with our industry partners to accept donations of construction related materials to assist in the rebuilding of the Bahamas.

.....

**For more information, please contact  
LBA Staff at 305-446-5989 and/or [LBACares@lbaorg.com](mailto:LBACares@lbaorg.com).**

# A Salute to the incomparable Ileana Ros-Lehtinen

Coral Gables Country Club  
Coral Gables, Florida  
March 22<sup>nd</sup>, 2019

The LBA March Luncheon welcomed former Congresswoman Ileana Ros-Lehtinen, who shared stories about her years of service to our community and our country.



A full house at the LBA March Luncheon.



Coral Gables Mayor Raul Valdes-Fauli.



Oscar Alvarez of TD Bank with LBA Academy Principal Jennifer Jaynes.



Miami Dade County Mayor Carlos Gimenez with Rex Barker and Jose Milton of the Jose Milton Foundation.



Congresswoman Ileana Ros-Lehtinen shared her stories and experiences with Maria Elvira Salazar, who served as guest host.



Ana Milton with County Commissioner Daniella Levine Cava.





Adys Kuryla of Florida Power & Light addresses LBA members and guests.



LBA President Elect Erick Valderrama with Member of the Month Synthetic Lawns of Miami.



Miami Dade County Commissioner Sally Heyman.



City of Miami Commissioner Willy Gort with Aymee Zubizarreta and Melisa Tapanes.



Ileana Ros-Lehtinen with LBA Board Members and local elected leaders.

### New Members



Italian Kitchen & Bath.



Star Building Systems.



Psi Roofing.



Ileana Ros-Lehtinen with LBA President Eric Montes de Oca and President Elect Erick Valderrama.



LBA Directors Gus Cabrera and Anthony Gomez.

# Our success is defined by the achievements of our clients



Marin & Sons also congratulates our campaign clients on their 2018 election victories

Ashley Moody, Attorney General of Florida

#### STATE REPRESENTATIVES

Daniel Perez | Juan Fernandez Barquin | Josie Tomkow  
James Buchanan | Lawrence McClure | Mike Caruso

#### MUNICIPAL

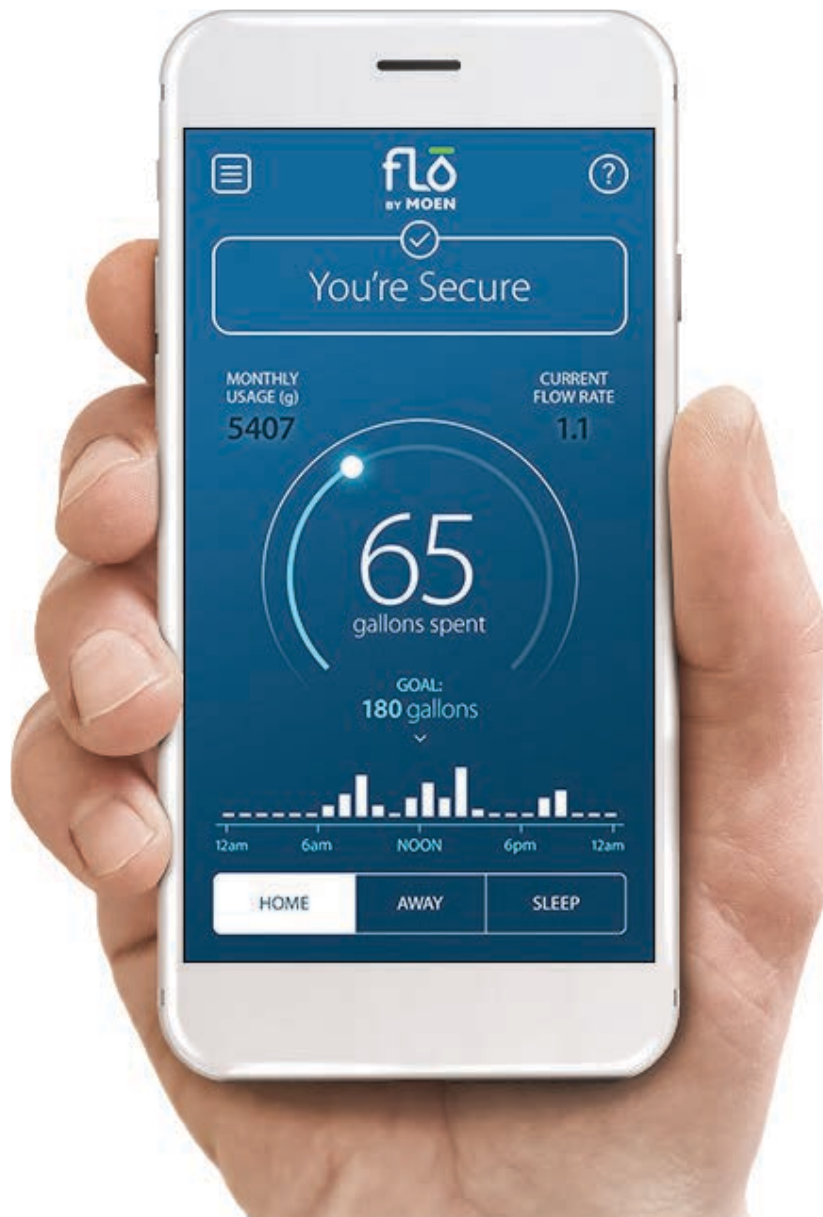
Coral Gables Commissioner Mike Mena | School Board Member Mari-Tere Rojas  
Miami Gardens Vice Mayor Erhabor Ighodaro | Augusta (GA) Mayor Hardie Davis, Jr.  
Bay Harbor Council Member Jordan Leonard | Boca Raton Mayor Scott Singer  
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# Superintendent Alberto Carvalho salutes our LBA Academy



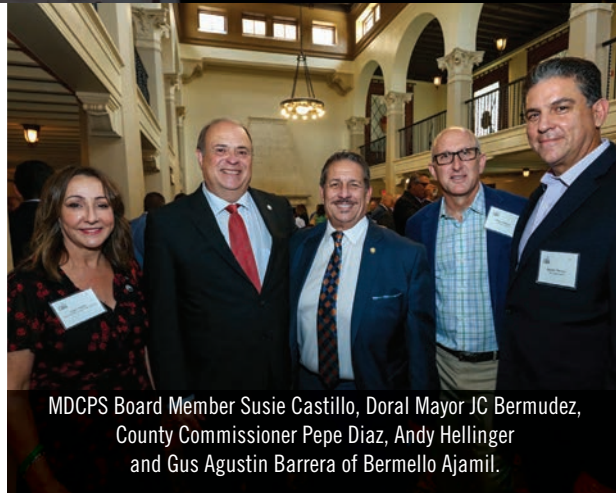
MDCPS Superintendent Alberto Carvalho addresses LBA luncheon guests, accompanied by School Board members.



MDCPS Superintendent Alberto Carvalho with the members of the LBA Board of Directors.



Marc Seagrave from Florida City Gas speaks to our LBA luncheon attendees.



MDCPS Board Member Susie Castillo, Doral Mayor JC Bermudez, County Commissioner Pepe Diaz, Andy Hellinger and Gus Agustin Barrera of Bermello Ajamil.



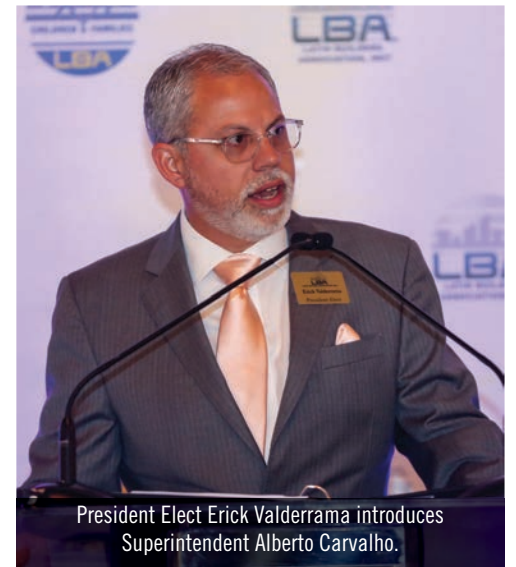
Executive Director Gus Cabrera serves as emcee for the April Luncheon.



LBA Academy Principal Jennifer Jaynes, MDCPS Board Member Lubby Navarro, Ana Milton and Belinda Leon.

The Biltmore Hotel  
Coral Gables, Florida  
April 26<sup>th</sup>, 2019

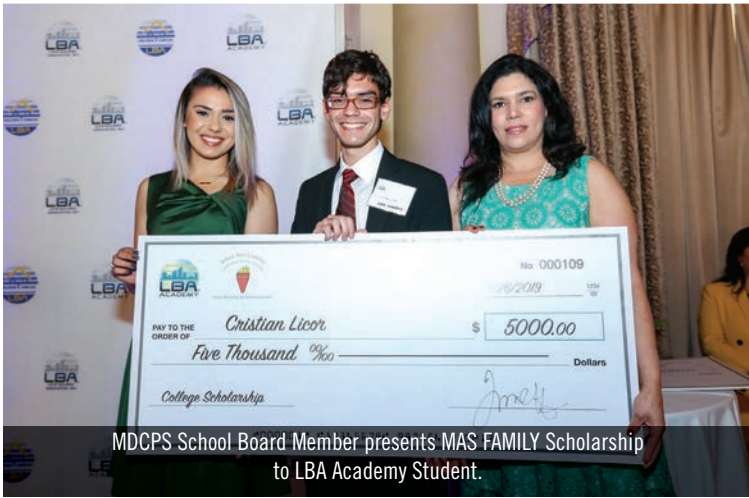
The April 2019 LBA Luncheon featured Miami Dade County Public Schools Superintendent Alberto Carvalho, who spoke passionately about education and its importance to the future of our community. The Superintendent was joined by several members of the MDCPS Board and the many LBA members and guests in attendance, in congratulating the LBA Academy 2019 graduating class. Special thanks to Florida City Gas for serving as our luncheon sponsor.



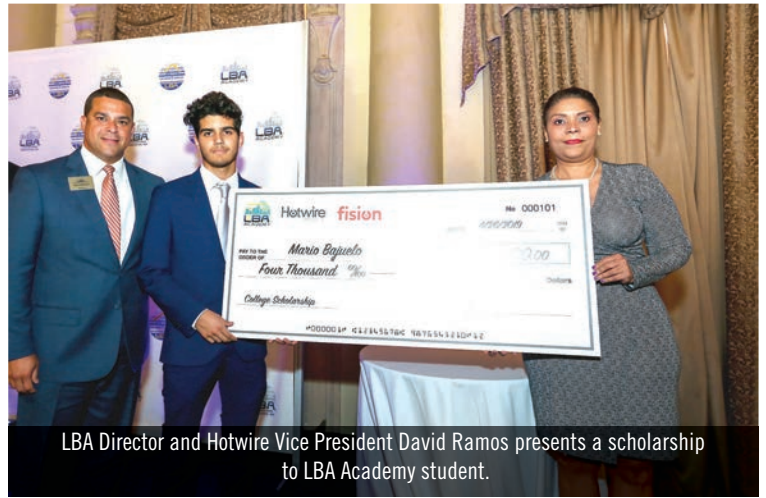
President Elect Erick Valderrama introduces Superintendent Alberto Carvalho.



Dr. Elaine Liftin from Council of Education Change speaks to LBA members and guests.



MDCPS School Board Member presents MAS FAMILY Scholarship to LBA Academy Student.



LBA Director and Hotwire Vice President David Ramos presents a scholarship to LBA Academy student.



Ana and Alec Milton present JOSE MILTON FOUNDATION scholarship.



MILNER awards scholarship to LBA Student.



Executive Directors Joe Avetrani and Juan Carlos Vila, with LBA Past Presidents Alex Lastra and Bernie Navarro and LBA President Eric Montes de Oca.



Dr. Elaine Liftin with Pinecrest Vice Mayor Anna Hochkammer.



LBA Executive Director Michelle Pradere with LBA Director Robert Hernandez and Alisa Cepeda of RH Engineering.



MDCPS Superintendent Alberto Carvalho with LBA Academy Principal Jennifer Jaynes, LBA President Elect Erick Valderrama, School Board Members Lubby Navarro, Susie Castillo and Mari Tere Rojas and the LBA Academy 2019 graduating class.



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# LET ME TELL YOU A STORY

Every moral has a story  
Every story has an end  
Every battle has its glory  
and its consequence.

*Ben Harper and the Innocent Criminals*

**W**ho has time for anything anymore! People don't have time to eat much less read your email message or sales pitch. They will however find the time to listen to and engage with Your Story. Why is this? Research shows people stop thinking intellectually, put down their defenses and allow themselves to enter your world and engage with a good story, business and brand in a much different way than with any other content such as your sales pitch or product spec sheet. Great storytelling can help you gain more business, increase brand loyalty and improve your company's profitability.

This is an opportunity that businesses need to take advantage of. It is an open door where your client is allowing you to enter their minds and businesses. It is the sneak attack that they didn't see coming. They accept it because for us humans, being the social animal that we are, we can't help but love and feel something if we hear a good story. Good, bad, happy, sad we can't resist.

Why should businesses and marketers care about this? A story about your brand is the ultimate tool to deliver the ultimate message to your clients. These messages are Buy from Me; I AM the Best and I Know More about This Topic than ANYONE! Well known writer and marketer John Gotschal said it best when he stated "Until recently we've only been able to speculate about a story's persuasive effects. But over the last several decades psychologist have begun an in-depth study of how a story affects the human mind. Results repeatedly show that our attitudes, fears, hopes, and values are strongly influenced by a story. In fact, fiction seems to be more effective at changing beliefs than writing that is specifically designed to persuade through argument and evidence. Storytelling is a uniquely powerful form of persuasive jujitsu and who doesn't want a black belt in persuasion?"

So, what can you do to improve your storytelling techniques? It's not an easy task based on the fact that today's consumer is living in a multi-sensory world taking away time from our everyday lives. People are just plain busy, and they are constantly being bombarded by other companies' messages competing for your target audiences time and attention. We all realize this, but we don't actually realize just how busy we are. A recent survey by LexisNexis points out that office employees spend over half the day (51%) receiving and managing information,

rather than actually using the information to do their job. 62% of respondents admitted that their work suffers from the volume they receive each day.

## Here are a few tips that will help build your storytelling game.

- Know Your Audience. Perhaps the most important of all the tips about storytelling is knowing your audience. Before you begin, find out and research who you are telling the story to. What are the concerns of the particular audience? Where will they be when engaging with your story ie. at work, home, on vacation? There is nothing wrong with asking your audience what types of stories they like before you lay it on them.
- Create an Interesting Headline. An attention-grabbing headline should be short and relevant. Let the audience know what they are going to get in your story. Think like a newsroom when writing it. They are the pros at creating catchy headlines.
- Create an emotional response. There is an old saying in marketing, "people buy on emotion and justify by logic". When you can get an emotion out of someone, the chances of making a long-lasting impression are enormous. You will stay in their psyche and create a trigger for that same emotion in the future when your brand is in front of them once again. Telling them how you were able to solve another customers problem, telling them exciting things your brand was able to accomplish, these can create emotions of compassion, empathy and happiness that are priceless. Charities are excellent at evoking emotions that in turn drives the audience to donate to the cause, which brings me to the next tip.
- Call to Action. Any good story contains a lesson or takeaway. This can be a call to action. "Don't go out in the woods alone, the boogie man will get you!" Urban myths like that are easily remembered because they created an emotion, in this case fear, that in turn lets the audience know what

call to action would be prudent to avoid a similar fate. Explaining the "what could be" or the result of them executing your call to action is very important. The feeling of bliss they will get when they sign up as a new client or the feeling of tranquility when they leave all the details of a project in your capable and experienced hands, these are calls to action you want to achieve from your story.

Great storytelling is not something that everyone has the natural ability to do but you can use the tips above to get started or get help from many sources and marketers do this for a living. The main point is that just putting a product brochure in front of someone's face is no longer going to cut it if you want to increase your sales or revenue. Today's consumers and businesses buy from emotion and not from intellect. Do your best to come up with content that will touch that part of the brain that makes them press the buy button.



**Ralph Jimenez** is a marketing professional with more than 25 years experience helping companies build their brand and help take businesses to the next level.



Tel 305.722.7241  
Ralph@exclamarketing.com

# 22<sup>nd</sup> Annual Golf Classic



The Biltmore Hotel  
Coral Gables, Florida  
May 17<sup>th</sup>, 2019

The Coral Gables Biltmore Hotel's Championship Golf Course hosted the 22nd Latin Builders Association Golf Tournament, with over 250 golfers who enjoyed a fun day of golf. A special thanks to Adonel Concrete for serving as our title sponsor.



Our golfers enjoyed the LBA Golf Tournament's goody bag.



LBA Past President Guillermo Fernandez and Ricky Lopez of Rock & Dirt.



Diageo Brand Ambassadors with some much needed refreshments.



Tico Gutierrez of City Cigar Lounge, Art Noriega of the MPA and LBA Executive Director Gus Cabrera.



Guillermo Alvarez and Ernie Sardo of Diageo Brands with fellow golfers enjoying a wonderful afternoon.



LBA Director Fernando Gomez and Gonzalo Rodriguez.



Brian Dombrowski and Jorge Navarro and their fellow golfers from Greenberg Traurig.



The LBA Staff with our title sponsor Adonel Concrete.



Thank you to Sunbelt Rentals for being our Hat Sponsor.



Thank you to Moen for being one of our goody bag sponsors.



Barlop Business Foursome.



LBA Executive Director Ralph Cabrera and LBA Director Hector Aguililla with Eddy Gonzalez and Luis Gonzalez.



LBA Executive Joe Avetrani with the Gil Garden Avetrani Foursome.



Ralph Roca and the DR Horton Foursome.



LBA Director David Ramos and the Hotwire Communications team.



Hotwire Communications serving goodies and snacks to our golfers.



A fun day at the golf course.



Sena Golf bringing the tunes.



Synthetic Lawns of Miami.



Rock & Dirt / Link Construction.



Thank you to Alex Gonzalez and Mercedes Benz for being one of our tournament sponsors.



Professional Bank.



TD Bank.



Javier Cruz of Y&T Plumbing with LBA President Elect Erick Valderrama.



Jose Lopez teeing off.



Ralph Cabrera with a long drive.



LBA Past President Guillermo Fernandez with the one and only Guillermo Alvarez.



Hector Aguillilla, Luis Gonzalez, Anthony Gomez, Frank Fernandez and Ralph Cabrera.



## Monthly Events

<b>Sept</b>	9/20	Awards Gala/Proyecto Launch
<b>Oct</b>	10/8	Member Cocktail
	10/17	NextGen Cocktail
	10/25	Luncheon
<b>Nov</b>	TBA	WLBA Cocktail
<b>Dec</b>	12/6	Luncheon
<b>Feb</b>	2/29	LBA Installation Gala

## Member's Only

Networking Cocktails and Roundtable Events
Next Gen Membership Networking Events
Women of the LBA Networking Events



**Legislative/Industry  
Seminars-Quarterly**

INDUSTRY ADVOCACY		
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Small Business Enterprise (SBE's)	Local, State and Federal Industry Advocacy	State of Miami Dade County Industry Forums

To become a member contact our member services representative:  
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# SPOILIATION OF EVIDENCE: A Trap For The Unwary In Age Of Electronically Stored Information

By Neil H. Levinson, Esq. and Jonathan D. Silver, Esq.

**A**s computer technology continuously progresses, together with the ability to store large amounts of data at a relatively low cost, this article explores the heightened obligations imposed by courts for businesses to retain documents for longer periods of time than traditionally required under spoliation of evidence law.

In our times of electronically stored information, the internet, smartphones and e-mail, it is not surprising that over ninety percent of the world's data has been created in only the last two years. However, in today's digital age, gone are the days when a party would need to incur thousands of dollars per year to store records since hundreds of thousands of pages of documents can be stored on a digital drive.

Many businesses are infrequently involved in litigation and therefore document retention and the discovery process may be unfamiliar. As a consequence to this technological convenience, it should be expected that litigants may need to retain all data for many years after the fact with courts imposing stricter penalties for companies having an insufficient document retention policy. Fortunately, with the assistance of counsel, by adopting a retention policy that employs computer forensics, scanning and cloud-based storage services spoliation of evidence is an easy pitfall to avoid.

Spoliation of evidence is a legal doctrine where a litigant either intentionally or negligently destroys or conceals relevant evidence in a case. When relevant records are unavailable and a party can show their adversaries either knew or should have known that the evidence may be relevant to future litigation, the inadvertent or intentional destruction of evidence are discovery violations that may subject a litigant to court sanctions.

These possible sanctions include negative inferences against the party, prohibiting that party from entering documents into evidence or the strictest sanction being dismissal of the claim or asserted defenses.

In Florida, before a court will find that spoliation of evidence has occurred it must determine that the evidence previously existed, the spoliator was obligated to preserve the evidence and the

evidence was critical to an opposing party's ability to prove its claim or defense.

The Florida Supreme Court has held there is a duty to preserve evidence when a party should reasonably foresee litigation even in the absence of a contract, statute, or discovery requests. Therefore, following a business transaction if a company has reason to believe that litigation may ensue a duty to retain all relevant documents could be imposed.

In the construction defect context, the best practice for the preservation of evidence requires a party to a construction project to retain its records for the entire ten-year statute of repose. Additionally, by maintaining all project records, such thoroughness may serve to buttress defenses which may be asserted.

For example, recently we had a case where a party had maintained its decade old project records which supported the client's defense that their scope of work had been modified to exclude many of the construction defects alleged.

In conclusion, in today's digital age, hundreds of thousands of pages of records, documents, correspondence, and project files can now all be stored electronically on a digital drive at a relatively low cost. With such ease of retention, the duration of an entity's responsibility to retain records has been extended.

Therefore, it is important to protect your organization by consulting counsel and acting immediately before litigation ensues. By taking the necessary steps to adopt an effective document retention policy for your business now, if there is litigation, application of the spoliation of evidence doctrine can be avoided and safeguard your ability to successfully assert claims or assert defenses should your business become a party litigant.

Please feel free to contact us for assistance in adopting a document retention policy for your business.



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Leading the way from their new Technology Center in the burgeoning uptown of Fort Lauderdale, Florida, Hotwire Communications is on the cutting-edge, deploying fiber-to-the-unit technology to bring multi-gigabit connections to the nation's top luxury residents, businesses and hotels.

The company's "FISION" line of products and services has provided telecommunication solutions for over a decade to a growing number of customers, including world renowned properties such as the Fontainebleau Miami Beach, Brickell City Centre, and Porsche Design.

And now, as Hotwire Communications enters its second decade of growth, their Fision Home, Work, Stay, U, Government and Encore brands are delivering customized telecom solutions to the unique needs of over thousands of communities, businesses, hotels, college campuses, municipalities and senior and assisted living facilities nationwide.

"Today's customers are Informed, and they demand to be ultra-connected." Said David Ramos, Hotwire Communications' Executive Vice President of the region that includes Miami Dade County.

"Hotwire's 100% fiber optic network can deliver multi-gigabit-connections and our XG-PON technology is built to last"

Some of the offerings the company touts include- Wi-Fi that can handle the upcoming 5G cellular standard, interactive gaming and virtual reality, and ultra-fast 4k video streaming that requires the bandwidth and connections that only fiber optics can provide. In fact, in independent rankings conducted by the likes of NETFLIX and PC MAG, the company was recognized for their internet speeds, outperforming the incumbents and industry giants.

Founded in 2000, Hotwire Communications entered an already saturated telecommunications market with a singular goal; to turn the industry reputation of poor customer service up-side down. Creating a business model that is entirely informed by a high-touch, concierge level of service was the company's calling card for a relatively untouched market; the luxury gated golf community. The concepts of dedicated technicians that are familiar with a property and its residents, and on-site residential support specialist that work from the property anywhere from three to five days a week were just a few of the ways the company determined to make an immediate difference. "We are reinventing the idea of Customer Service." Ramos explained. "Our White-Glove service separates us from the competition. High-end, multi-dwelling communities enjoy our personalized customer based approach."

The plan worked. As the country started moving downtown, and millennials entered the workforce and opted for the urban

# RING

lifestyle, Hotwire Communications offered developers the future-proof technology of fiber-optics that would handle not only the increasing density but the growing dependency on internet-based connectivity. Amenities like on site digital cafes, fully-equipped fitness areas and resort style pools are being matched if not surpassed

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Today's customers are  
Informed, and they demand to  
be ultra-connected

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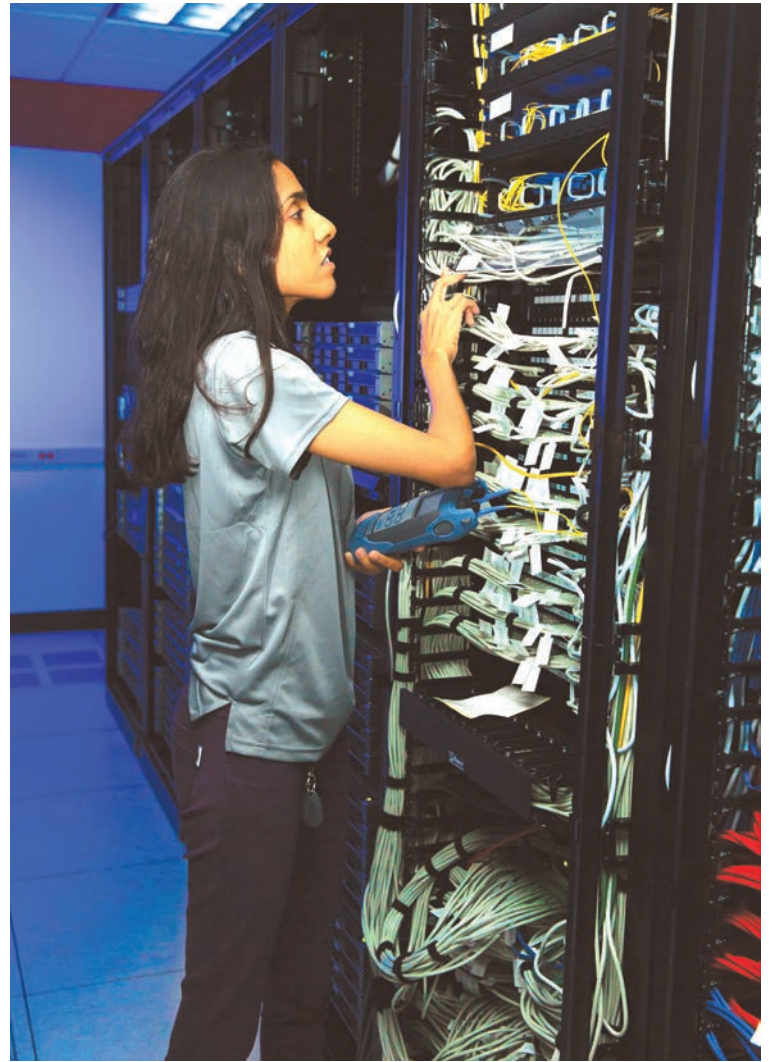
by a growing demand for Home-Automation. Buildings with true fiber-to-the-unit technology can handle the current and future Internet-of Things. Complete control of lighting, thermostats, and security systems are becoming more commonplace than "luxury" and voice activation from remote locations is putting tech-savvy customers in control. All of which requires the



ubiquitous, low latency bandwidth of a fiber network, which Hotwire owns and operates.

Scaling along with Southeast Florida's trailblazing development, Hotwire Communications made the ultimate commitment to the communities which make up a significant part of their national customer base. In 2006 the company, along with then Governor Rick Scott and a host of other elected and local celebrities cut the ribbon that opened their new headquarters. But the 183-thousand square foot Hotwire Technology Center does much more than house the over 1,300 employees. The unique, world-class facility houses the company's network operations center and acts as a colocation hosting the servers of several other data-centric businesses.

The "HTC" features 24x7x365 an on-site skilled network engineering staff monitoring and maintaining business continuity and disaster recovery for all of its customers. The category 5 proof building is a place where video engineers continue to develop and deploy features for Fision's IPTV



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The company encourages employees to volunteer for a number of organizations and provides the support necessary for them to do so.

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platform and data engineers build entire city-owned networks for customers to see and test before deploying in the field. A behind-the-scenes tour of the workings of the fully-redundant operations that house back-up power generators for any properties that may lose FPL connectivity is often the final touch for discerning customers who are contemplating leaving their current telecommunications provider and selecting Hotwire's Fision Services.

Yet the commitment to the communities they serve doesn't stop there. "We have a lot to offer community based organizations." Stated Ary Perez, business development executive for Hotwire in Miami Dade and long-standing member of the LBA. "we have construction pros, marketing professionals, technicians, and we like to get our hands dirty and really make a difference." The company encourages employees to volunteer for a number of organizations and provides the support necessary for them to do so. An internal human resources engagement team rallies behind employee initiated events such as breast cancer fundraisers that can last months at a time and culminate in a company-





wide walk, or the beautification of a local park in an underserved area of town. In addition, Hotwire works with property management to discover the causes their individual communities champion and partners with them to support. “We reinvest the investment communities make with us” Perez explains.

If you haven't heard of the company before, that might be intentional. Hotwire Communications has no affiliation with the on-line travel site, and does not mass market its company or products. When asked, the company simply attributes their rapid and consistent expansion to their Concierge Style approach to customer service. The proof must be in the pudding because Hotwire Communications continues to win the trust of developers and boardmembers of South's Florida's premier residential, commercial and hospitality properties. P3 partnerships with municipalities, educational institutions and hospitals are empowering institutions to move forward with the construction of smart network connectivity.

Without boasting on outdoor billboards, or spending dollars on mass media, it seems that the innovative yet humble Hotwire Communications has a lot to be proud of.

## Network Operations Center

### NOC OVERVIEW

#### Carrier Diversity

- Carrier-neutral

#### Uptime

- 100% uptime SLA

#### Additional Measures

- Recorded “in and out” logs
- Man-traps
- Secure loading dock space for customers

#### SLA

- Remote Hands
- 5-minute ticket acknowledgement

The Hotwire Communications Network Operations Center located 2100 West Cypress Creek Road in Fort Lauderdale, FL is a 24x7x365 supervised department staffed with highly skilled network and systems engineers whose primary function is to oversee complex, heterogeneous, high availability network environments and infrastructure.

#### The Highest Standard of Efficiency:

- High skills based NOC Engineer structure
- Integrated ticketing, dashboard, status, RFO, IM and reporting
- Multi-platform / parameter based broadcast notifications
- Advanced system and traffic monitoring (true layer 1,2,3 & 7 visibility)
- Increased troubleshooting agility
- Accelerate proactive and reactive functions
- Automate internal systems to make troubleshooting and incident resolution the departmental focal point
- Intelligent centralized information source for all surveillance, incident detection, containment, reconnaissance, case study histories, knowledge base, network and infrastructure documentation
- Real Time outage tracking and change management scheduling
- Quality support
- Intuitive GIS
- Additional security features of the facility include recorded “in and out” logs, man-traps, and a secure loading dock for customers to bring in equipment.



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# CONSTRUCTION INJURIES/FATALITIES: Best Practices In Handling OSHA Inspections

By Neal I. Sklar, Esq.

**A**ccording to the Occupational Safety and Health Administration (OSHA) in Washington, almost 6.5 million people work at over 250,000 construction sites across the nation on any given day. In spite of increased safety measures, training and safety equipment on job sites, the number of construction worker fatalities has been on the rise in recent years, increasing 18 percent from 2011. As a result, it is not surprising that the fatal injury rate for the construction industry has the highest national average across all industries. In light of this, OSHA conducted over Seventy-five thousand state and federal inspections in 2017 alone. With numbers like these, it wouldn't be considered unusual to receive a visit from an OSHA inspector on a jobsite especially since construction jobs have been historically documented as one of the country's most dangerous and accident-prone occupations.

In fact, while the construction industry accounts for 4% of total employment in the United States, the industry alone accounted for 21.1% of private industry worker fatalities or one in five worker deaths in 2016. The top four causes of fatalities, referred to as "Construction's 'Fatal Four'", were (1) falls, (2) being stricken by an object, (3) electrocutions, and (4) getting caught in or compressed by equipment or structures. In 2017, the most frequently cited failures cited by OSHA as the primary cause of jobsite injuries in the construction industry were fall protection issues and failing to meet scaffolding requirements. Contractors should keep these statistics in mind and maintain targeted safety procedures at their worksites in order to avoid potential injuries, fatalities, and corresponding violations through OSHA.

No one relishes the thought of OSHA combing through their jobsite in search of existing or potential violations. However, such inspections are routine especially once an injury or fatality is reported.

For this reason, the steps taken prior to, during, and following an OSHA inspection will improve the chances of a successful outcome as well as improve safety on your jobsite. In general, an OSHA Compliance Safety and Health Officer may inspect your job site and/or the location of the incident once an injury or fatality occurs. If OSHA determines that its standards have been violated, it may issue a Citation and Notification of Penalty, which should detail the exact nature of the violation, the necessary corrective action and any associated penalties. Before any of these steps occur, it is important to mitigate any potential negative outcomes resulting from OSHA's inspection by establishing a safety checklist and abiding by some "dos and don'ts" when an OSHA officer arrives at your site.

An OSHA inspection can be expected following a fatality or catastrophic event or can be unexpected such as when OSHA inspectors show up on a worksite unannounced. OSHA has two mechanisms for conducting a legal inspection – voluntary consent or a valid search warrant. Since the OSHA inspector will rarely show up with a search warrant, you will likely have to decide whether to allow the OSHA inspection to take place or request that OSHA secure a valid search warrant. You should keep in mind the following when it comes time for an OSHA inspection:

## Inspection Do's

- Designate someone to represent the company in the inspection who is familiar with OSHA procedures and requirements. Designating your attorney or safety consultant would allow you to properly delay the inspection until your representative can arrive on site.
- Always ask the OSHA inspector to identify the reason and scope of the inspection.

- Accompany the OSHA inspector at all times during inspection and take detailed notes of where the inspector goes and what the inspector says and does.
- If the inspector takes photos or videos, do so as well. Essentially duplicate what OSHA does during its inspection insofar as photos, measurements, or videos.
- A representative should always be present during OSHA interviews of management personnel.
- Always be courteous to inspectors and maintain a cooperative tone.
- Conduct interviews of relevant employees soon after an event so that an appropriate record is kept.
- Seek the advice of legal counsel to ensure compliance with all applicable regulations while protecting your legal rights.

## Inspection Don'ts

- Do not allow an OSHA inspector to walk through a jobsite alone.
- While you should answer the OSHA inspector's questions, you should avoid volunteering information.
- Do not admit or concede with an OSHA inspector that a condition the inspector observes is an OSHA violation or deficiency. Such issues should always be thoroughly vetted with legal counsel.
- Do not argue or be hostile with the inspector so as to not undermine any potential defenses you may wish to invoke as part of the investigation.
- If the inspector does not have a search warrant, do not immediately agree

to provide any documents, records, or information. If the inspector has a search warrant, be sure to examine the warrant for express limitations on the areas, locations, or documents to be searched or produced and consult with your legal counsel to confirm compliance with the warrant.

Once the inspection has been completed, the OSHA inspector will hold a closing conference wherein he/she will review the investigation and findings with the contractor including violations found during the inspection. This presents a good opportunity for the contractor to discuss the OSHA investigator's findings and conclusions with management and safety personnel. Corrective action should be taken for any deficiencies that require remedial measures to avoid future accidents and repeat violations.

In certain situations, OSHA may be unable to find that your company has violated a specific OSHA standard. In situations like these, Congress enacted a "General Duty Clause", which generally states that "each employer shall furnish to each of his employees a place of

employment free from recognized hazards that are causing or are likely to cause death or serious physical harm to employees". To establish a violation under the General Duty Clause, it must be shown that (1) that condition or activity in the workplace presented a hazard to employees; (2) the cited employer or the employer's industry recognized the hazard; (3) the hazard was causing or likely to cause death or serious physical harm; and (4) feasible means existed to eliminate or materially reduce the hazard." At the heart of the general duty clause is the existence of a recognized and preventable hazard. Hazards that are not reasonably foreseeable by the employer will generally not support a general duty charge. In other words, a totally unexpected event, which could not have been prevented through any action of the employer. While the general duty clause uses broad language, it does not allow OSHA to cite an employer for occurrences that do not involve recognized hazards or are reasonably unexpected to occur. This is useful to keep in mind in the event of a general duty charge by OSHA that may not be consistent with current law.



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# Fishing Challenge

Playa Largo Resort, Florida  
July 18-22, 2019



The 2019 Latin Builders Association Fishing Tournament proved to be the event of the year as LBA Directors and Members, along with their families came together at the beautiful Playa Largo Resort in Key Largo for a weekend filled with sun, fishing, friends and fun. A special thanks to Fred and Larry Abbo of the Prime Group for their support and to TD Bank for serving as our Title Sponsor.



The pier at Playa Largo was the setting for the Kids Fishing Tournament



Ivan Vila and the Visualscape Fishing Crew



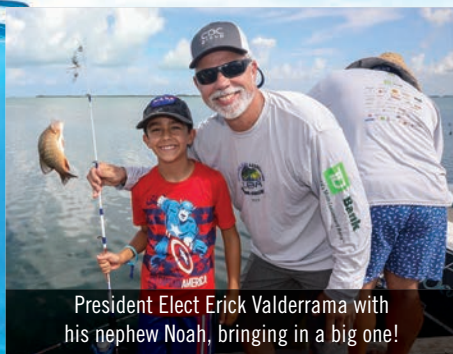
LBA Director Anthony Gomez and the Unitech Builders Fishing Team



Hotwire Communications Fishing Team



Eric Montes de Oca with his beautiful children Gabriela and Lucas



President Elect Erick Valderrama with his nephew Noah, bringing in a big one!



Lines in the water for the Kids Fishing Tournament





LBA Staff ready for Shanghai nights.



Frank Soto of Haber Law with his daughters.



LBA Past President Alex Lastra and his beautiful wife Barbara.



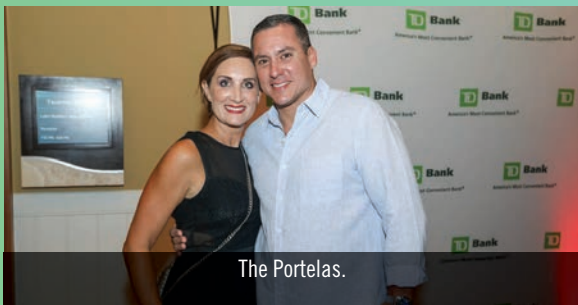
LBA President Eric Montes de Oca speaks with an ever-present Juan Carlos Vila keeping a close eye on the festivities.



LBA Executive Director Melissa Tapanes Llahues and her family.



The Ouakines, the Lastras and the Gonzalez.



The Portelas.



Martha and Max Cabrera.



Coral Gables Commissioner Vince Lago and his family.



Guillermo and Maderline Alvarez and their guests.



A night of drinks and laughs.



Alex Gonzalez of Mercedes Benz with LBA President Eric Montes de Oca, President Elect Erick Valderrama, Past President Alex Lastra, Manny Fernandez, Gus Cabrera and Ricky Lopez.



Fishing Tournament Chair Anthony Gomez announces the captain's meeting.



The nighttime festivities proved to be a roaring good time.



Executive Director Ralph Cabrera, with his wife Marlyn and their guests.



A handful of Mahi.



LBA President Elect Erick Valderrama with some fishy company.



The Betterwaste Team led by the Bustamantes was the big winner at the LBA Fishing Tournament.



The Visualscape Team brought home a good haul.



TD Bank Fishing Team brings home the Mahi.



LBA Director Fernando Gomez and the TD Bank Fishing Team.



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The Latin Builders Association's August Luncheon featured three members of the Miami Dade Delegation, who provide a recap of the 2019 Session and discuss new legislation passed important to our industry and our area. Taking part in our forum were Senator and Deputy Majority Leader Anitere Flores (R), State Representative and future speaker Daniel Perez (R) and State Representative Javier Fernandez (D).



A packed house for the LBA Legislative Forum August Luncheon.



Senator Flores, Representatives Perez and Fernandez and County Commissioner Pepe Diaz.



Senator Flores presents her highlights of the 2019 Legislative Session.



The LBA Board of Directors and Elected Leaders recognize State Legislators for their service.



LBA President Eric Montes de Oca, with Commissioner Pepe Diaz, Amy Gonzalez, Jackie Ceballos, Executive Director Joe Avetrani, President-Elect Erick Valderrama and Arquimedes Trujillo.



Doral Mayor JC Bermudez with State Representative Daniel Perez.



LBA President Eric Montes de Oca with School Board Member Susie Castillo.



Bibiana Potestad with Gustavo Garagorry of the City of Doral.



LBA Director Hector Aguililla with Yasmany Gonzalez of BPB, Betty de Aragon of Teck Roofing and Elizabeth Hornsby and Mike Velazquez of Northwestern Mutual.



LBA Past Presidents Angel Medina (2003-2004) and Willy Bermello (1998-2000).



County Commissioner and County Mayoral Candidate Daniella Levine Cava with David Greenwell and Joe Bober of the Dade County PBA.



Members from First National Bank of South Miami and D Torr Construction networking at the cocktail

**MEMBER OF THE MONTH: Milner Technologies**



LBA President Eric Montes de Oca and Guillermo Alvarez of Diageo, with LBA Director and Milner VP Manny Fernandez and the Milner Team.



Ary Perez and Joe Ferst of Hotwire Communications with LBA Director Anthony Gomez and Michael Peruyera of Unitech Builders.



PBA President Steadman Stahl (center) with David Greenwell, Joe Bober, Sonia Castro and John Jenkins of the Dade County PBA.



Betty de Aragon from Teck Roofing and Eddie Cora of the Miami Dade Youth Fair.



LBA Executive Director Gus Cabrera with LBA Director Merciemarie Baumstark and David Bustamante of Betterwaste.



Guillermo Alvarez and LBA President Eric Montes de Oca congratulate Hector Aguililla on being named member of the month.

## New Members



Caballero Rivero Southern Memorial Park.



Northwestern Mutual.



Knoll, Inc.



Teck Roofing.



Marker Construction Group.



Synergy Equipment.

**LBA Director's Spotlight**

# Ulises Senaris

President Mr. Glass Doors & Windows



**1. Birthplace:**

La Habana, Cuba.

**2. Education:**

Industrial Engineer graduated from La CUJAE- Ciudad Universitaria Jose Antonio Echevarria.

**3. Where do you work and what is your role there?**

Mr Glass Doors & Windows, I fulfill the role of President.

**4. What aspect of your work do you enjoy the most?**

I mostly enjoy planning the development and growth of the company.

**5. What is your most important achievement to date (personal or professional)?**

My most important achievement to this day is my family. They keep me grounded and help to make all my professional achievements that much better.

**6. What kind of a kid were you?**

A very shy and quiet kid.

**7. From most favorite to least favorite, please organize the following teams: Marlins, Dolphins, Panthers, Hurricanes, Heat?**

Marlins, Heat, Hurricanes, Dolphins, Panthers.

**8. Favorite movie ever?**

The Men Who Built America (Documentary Series).

**9. Slow dance, salsa, merengue, disco, hustle or whatever it is they dance to today?**

Salsa.

**10. Most admired personality in history?**

John D. Rockefeller.

**11. What the world needs most today?**

Common sense.

**12. Favorite place in the world?**

Caribbean sea.

**13. Name the one thing you cannot do without:**

Enjoying my family every day (and a good night's sleep).

**14. If you could spend one afternoon with someone, who would that be and what would you do, talk about?**

John D. Rockefeller, I would pick his brain about business strategy.

# NOT AN LBA MEMBER?

## What are you waiting for?



Membership in the LBA has many benefits to help you and your business grow



- The #1 networking organization in Miami Dade.
- One of the most relevant associations in Florida.
- Home of the "MUST BE AT" Monthly networking luncheon for the last 44 years.-featuring the most dynamic speakers in the region.
- Quarterly networking cocktails.
- Quarterly Legislative breakfast.
- Monthly LBA Educational Series breakfast.
- Annual Fishing Challenge, Golf Tournament and Awards luncheon.
- Founded the first business charter high school started by a business association in the United States.
- Opportunity to appear and advertise in Proyecto Magazine



Latin Builders Association

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305.446.5989  
11093 NW 138 Street #212  
Hialeah Gardens, FL 33018  
[www.lbaorg.com](http://www.lbaorg.com)

**JOIN NOW!**



# LBA Academy achieves "A" grade

The school year 2018-2019 proved to be a banner year for the Latin Builders Construction and Business Management Academy, also known as the LBA Charter High School. The Florida Department of Education recently released school grades, which brought good news for the school who is celebrating school earning an "A" rating.

The LBA Charter School is a tuition free public charter high school located at 11093 NW 138th ST, Suite 207, Hialeah Gardens, FL 33018. Opening its doors in 2012, the school is AdvancEd SACS accredited and serves 150 students.

The "A" grade is the result of hard work and dedication from the accomplishments of teachers, leaders, students and parents, as well as support the school has received from the business community as well as the Miami-Dade County School Board.

The LBA Charter School ensures that all students complete a college preparatory curriculum and develop the necessary skills culminating into postsecondary education, career training, and entrepreneurship. Dual enrollment classes are offered for students to take college level classes allowing them to receive college credits for free! The school has a uniquely synergistic curriculum that fosters student motivation, understanding, and retention of concepts, which generates positive effects on its community.

- Academy of Engineering and Technology
- Academy of Business Supervision and Management
- Future Academies will include Architecture and Construction Management and Academy of Business Marketing

Principal Jennifer Jaynes has been part of the school since 2017 and her leadership skills along with her passion for teaching has brought about a spirit for achieving greatness at the school. She was ecstatic upon hearing the news that the school had earned an "A" and said, "We did it!! It has not been easy but no matter the obstacles we have endured, our students succeeded and we achieved the A!"

Per the Miami Herald, two of the three key highlights listed in the Florida Department of Education's release noted how

charter schools performed better than traditional schools: 51% of Florida's charter schools earned an A this year compared to 32% of traditional public schools, and 74% of charter schools earned an A or B this year, compared to 61% of traditional public schools.

The School Recognition Program recognizes the high quality of many of Florida's public schools. As authorized in Section 1008.36, the program provides greater autonomy and financial awards to schools that demonstrate sustained or significantly improved student performance. Schools that receive a grade of "A," rating of "Commendable," schools that improve at least one performance grade or rating category, or schools that improve more than one letter grade and sustain the improvement the following year are eligible for school recognition. Funds for the Florida School Recognition Program shall be awarded by the Commissioner of Education in the amount of up to \$100 per Full Time Equivalent student for each qualifying school.

Latin Builders Association members help our seniors by donating scholarships to our top seniors. Hotwire Communications donated \$4,000 to our Valedictorian. RH Engineering donating \$1,500.00 to three students with a 3.0 GPA who are pursuing a Civil Engineer Degree. The Mas Canosa Foundation donated two - \$5,000.00 scholarships; Milton donated two \$2,500.00; and Milner donated \$2,000.00. Thanks to the generosity of our LBA family, a total of \$22,000 in scholarships were provided to our senior scholars.



Please visit the school website at [www.lbaacademy.org](http://www.lbaacademy.org) or contact Principal Jennifer Jaynes [jjaynes@lbaacademy.org](mailto:jjaynes@lbaacademy.org) for more information about the school or to donate money towards the LBA scholarship fund.

# LBA ACADEMY GRADUATION

Miami Dade College North Campus, Miami, FL  
Thursday, May 30<sup>th</sup>, 2019

Congratulations  
to the 2019  
graduates!



On May 30<sup>th</sup>, The LBA Academy celebrated its 4<sup>th</sup> graduating class, with family and friends of the proud graduates cheering them on. County Commission Vice Chairwoman Rebecca Sosa gave the commencement address and was joined by LBA President Eric Montes de Oca and President-Elect Erick Valderrama in congratulating the Class of 2019.



Daniel Garcia welcomes his fellow graduates and the parents and family members in attendance to the 2019 Graduation Ceremony.



The LBA Academy's 2019 graduating class march in to commence the ceremony.



LBA Academy's Principal Jennifer Jaynes, LBA President Elect Erick Valderrama, MDC North Campus President Dr. Malou Harrison, County Commission Vice Chairwoman Rebecca Sosa and LBA President Eric Montes de Oca receiving the 2019 graduating class.



LBA Academy Board members Hector Aguililla and Alexis Gonzalez, with Dr. Harrison, LBA President Eric Montes de Oca, Principal Jennifer Jaynes and LBA President-Elect Erick Valderrama.



LBA President Eric Montes de Oca and MDC North Campus President Dr. Malou Harrison congratulate the graduates. Mario Bajuelo, Valedictorian & Hotwire Scholarship Recipient.



Miami Dade County Commission Vice Chairwoman Rebecca Sosa commences her keynote speech to the graduates.



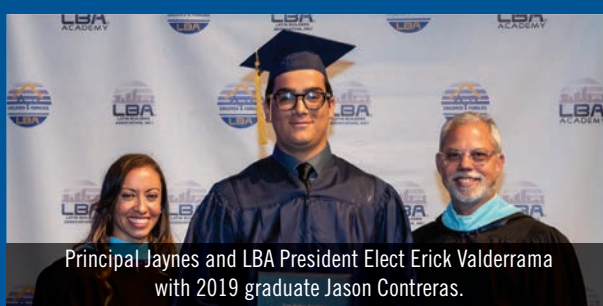
Principal Jaynes and LBA President Elect Erick Valderrama with 2019 graduate Antonella Alizo.



Kelsey Posadas leads the pledge of allegiance.



Families congratulate the recent graduates.



Principal Jaynes and LBA President Elect Erick Valderrama with 2019 graduate Jason Contreras.

# in the News

NEW HIRES, PROMOTIONS, EVENTS AND OTHER COMPANY NEWS?

Please send press releases and digital photos with identification to [lbambrserv@lbaorg.com](mailto:lbambrserv@lbaorg.com)  
Make sure to specify it is for the in the news section



## Congratulations to LBA Director Iris Escarra from Greenberg Traurig who was named 2020 Best Lawyers in America

The 2020 edition of Best Lawyers in America recognizes 124 attorneys from across the seven Florida offices of global law firm Greenberg Traurig, P.A. The firm is top-listed across five practice areas in the state and in four metro-markets: Fort Lauderdale, Miami, and Tallahassee, and West Palm Beach.

For the 13th consecutive year, Greenberg Traurig has more attorneys listed in Best Lawyers in America than any other law firm in the guide. Nationwide, the guide lists nearly 400 Greenberg Traurig attorneys and recognizes 26 of these as “Lawyer of the Year” in their respective practices and markets.

## FIU Certificate Program on Construction Trades

The Latin Builder’s Association Charter Academy partners with FIU - Moss School of Construction and the Lennar Foundation supporting the Certificate Program for the Construction Trades. The community workforce development program trains workers to fill the demand for construction jobs in South Florida.

The program is designed to serve South Florida communities in need of job opportunities. Upon graduation, participants will have the skills needed to find entry level construction jobs in Miami, and beyond. FIU, the Lennar Foundation, and the LBA are striving to work with the construction industry to bridge the workforce training gap. For prospective employers to learn more about the Certificate Program for upcoming job fairs or participant eligibility, please reach out to our LBA Office.





# ¿Qué PASA, L.B.A.?



Photo courtesy of Steve Mitchell Photography

Congratulations to Yelina, who is the step-daughter of our Executive Director Gus Cabrera, on becoming a Miami Dolphins Cheerleader



Congratulations to LBA Executive Director Ralph Cabrera and his beautiful wife Marlyn who finally tied the knot in a romantic wedding ceremony in New York City. For their honeymoon, they traveled to Europe and Rome, Italy where they received a special blessing from none other than Pope Francis himself in Vatican City. Everyone at the LBA wishes you many happy years of bliss.



# ADVERTISER INDEX

## ADVERTISING SALES

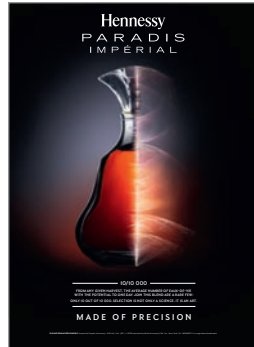
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3 LBA Gala



4 Hennessy



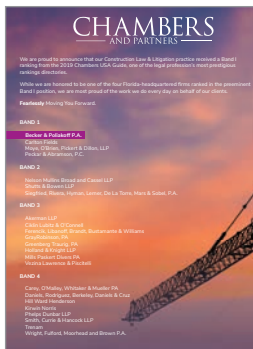
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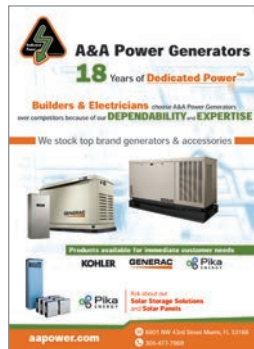
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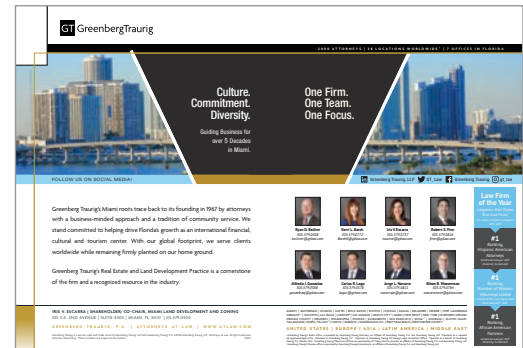
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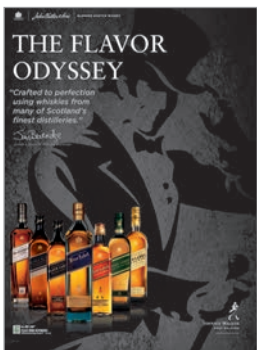
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**The Latin Builders  
Association**

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