

April 9, 2013

**APPOINTMENT TO THE WORKNET PINELLAS BOARD OF DIRECTORS**

At this time, the following nomination has been made for appointment to the WorkNet Pinellas Board of Directors to serve a two year term from April 10, 2013 through June 30, 2015.

<b>MEMBERS</b>	<b>CATEGORY</b>
J. Brad Houser, CEO Nominated by Upper Tampa Bay Chamber of Commerce	Healthcare

# **WORKNET PINELLAS**

## **Minutes of March 20, 2013**

*Thank you to Craig Brethauer for, once again, guest hosting our meeting at BayCare Healthy System!*

### **Call to Order**

Chair Lenne' Nicklaus-Ball called the WorkNet Pinellas Board of Directors meeting to order at 12:00 p.m. at BayCare Health System, 16255 Bay Vista Drive, Largo, FL 33761.

### **Welcome and Introductions**

Chair Lenne' Nicklaus-Ball welcomed Board Members and guests.

WorkNet's Annual Performance Review was presented by James Finch, Administrator, Division of Workforce Services Support, Department of Economic Opportunity (DEO).

### **Roll Call/Quorum**

There was a quorum present with the following Board Members:

Lenne' Nicklaus-Ball, Chair	Kelly Kirschner
Craig Brethauer	Mike Meidel
Lounell Britt (telecom.)	Mike O'Meara (telecom.)
David Fries (telecom.)	Maureen O'Neil
Terri Furr Hoskins	Bill Price
Jack Geller	Paul Toomey (telecom.)
Aundre Green	Darren Veneri

Board Committee members present:

Dan Andriso  
Gloria Campbell  
Council Member Wengay Newton  
Council Member Jay Polglaze

Board members not participating included Dr. Robert Arnold, Ivan Baker, Tom Bedwell, Lourdes Benedict, Eleanor Brooks, Sondra Lloyd Cranford, Stephen Daugherty, Larry Deisler, Roland Feijoo, Dr. Michael Grego, John Howell, Dr. Bill Law, Commissioner Janet Long, Stephen Sarnoff, Rene' Watts, Nathan Weatherilt, and Dr. David Welch.

Others in attendance included President and CEO Ed Peachey, COO Mark Douglass, Director of Customer Service CFO Sue Pagan, Wayne Feuer, Director of Economic Development Services, Dr. Kristin Dailey, Charley Harris, Esquire, Trenam, Kemker, and guest James Finch, Administrator, Division of Workforce Services Support, DEO.

## ***ACTION/DISCUSSION ITEMS***

### **Tab 1: Approval of December 19, 2012 Minutes**

The minutes of December 12, 2012, were presented for approval.

**Motion:** Jack Geller

**Second:** Bill Price

*To approve the minutes as presented.*

**Motion passed unanimously.**

### **Tab 2: Board Member Nomination**

New Board Member Nomination:

J. Brad Houser, CEO  
St. Luke's Cataract and Laser Institute  
Tarpon Springs, FL 34689

The Upper Tampa Bay Chamber of Commerce nominated Mr. J. Brad Houser to serve on the WorkNet Pinellas Board of Directors.

**Motion:** Bill Price

**Second:** Aundre Green

*Approval to forward Mr. Houser's nomination to the Pinellas County Board of County Commissioners for a two year appointment, through June 30, 2015, to serve on the WorkNet Pinellas Board of Directors.*

**Motion passed unanimously.**



March 13, 2013

Ms. Lenne' Nicklaus-Ball, Chairman  
WorkNet Pinellas Board of Directors  
13805 58 Street North, Suite 2-140  
Clearwater, FL 33760

Dear Ms. Nicklaus-Ball: :

Please accept this letter as my nomination of Mr. J. Brad Houser to serve on the Board of WorkNet Pinellas.

Enclosed is a biography of Mr. Houser and, based on his position as CEO of St. Lukes Cataract and Laser Institute and previous work experience, we believe that he will be a great addition to the WorkNet Pinellas Board of Directors.

We realize the importance of having the involvement of healthcare as a part of the WorkNet organization and believe Mr. Houser would be a great addition to the Board.

Should you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in dark ink, appearing to read "Jerry Custin", with a long horizontal line extending to the right.

Jerry Custin  
President CEO



# WorkNet Pinellas Board Membership Application

Applicant Name	J. Bradley Houser
Job Title	Administrator
Employer Name	St. Luke's Cataract and Laser Institute
Employer Address	43309 US Hwy 19 N, Tarpon Springs, FL 34689
Employer's estimated annual revenue	

Please attach a brief summary of why you want to serve on the WorkNet Board of Directors and what your expectations are.	<input type="checkbox"/> a. Manufacturing
	<input checked="" type="checkbox"/> b. Healthcare
	<input type="checkbox"/> c. Communications
	<input type="checkbox"/> d. Bio-Tech
	<input type="checkbox"/> e. Insurance/Finance
	<input type="checkbox"/> f. Construction
	<input type="checkbox"/> g. Hospitality/Tourism
	<input type="checkbox"/> h. Retail
	<input type="checkbox"/> i. Wholesale
	<input type="checkbox"/> j. Real Estate
	<input type="checkbox"/> k. Accounting/Audit
	<input type="checkbox"/> l. Utilities
	<input type="checkbox"/> m. Other (specify)

Please attach a brief summary of why you want to serve on the WorkNet Board of Directors and what your expectations are.

Please attach a biography that includes pertinent employment and educational information as well as other activities in which you are engaged (such as serving on other boards, chambers of commerce, hobbies, etc.).

James P. Gills, MD  
Founder and Director

Pit Gills, MD  
President

*Cataract and Refractive Surgery*  
James P. Gills, MD  
Pit Gills, MD  
Jeffrey A. Wipfli, MD

*Vitreo-Retinal Diseases / Surgery*  
Brian A. Phillips, MD  
Raymond T. Agis, MD  
Byung-Joon Ahn, MD

*Glaucoma*  
Stephen R. Deppermann, MD  
Gustavo E. Gamero, MD  
Cristobal J. Cruz, MD

*Cornea & External Diseases*  
*Refractive Surgery*  
Vipul C. Shah, MD

*Comprehensive Ophthalmology*  
Bruce M. Kiskaddon, MD  
Danielle Arcaro, MD  
M. B. Kayant, MD, FACS, FRCS(C)  
Byron E. Holley, MD  
Motra J. Burke, MD

*Oculoplastics*  
John T. LiVecchi, MD, FACS

*Plastic Surgery*  
Nicolas P. Villanustre, MD, FACS

*Dermatology / Mohs Surgery*  
David B. Sable, MD, PhD

*Hearing Services*  
Kristen H. Decelles, Au D

*Medical Director*  
Gustavo E. Gamero, MD

*Pre-surgical Evaluations*  
Stephanie Deverick, MD

*Additional Locations*  
501 S Fort Harrison Avenue  
Clearwater, FL 33756  
LOCAL: 727.210.8811

Seven Hills Center  
1180 Mariner Boulevard  
Spring Hill, FL 34609  
LOCAL: 352.684.6722

13303 N Dale Mabry Highway  
Tampa, FL 33618  
LOCAL: 813.384.3838

9400 9th Street N (MLK)  
St. Petersburg, FL 33702  
LOCAL: 727.328.7700

14030 US Highway 19 N  
Bayonet Point, FL 34667  
LOCAL: 727.861.2020



MAIN OFFICE AND SURGICAL CENTER:  
43309 US Highway 19 N  
Tarpon Springs, FL 34689

TOLL-FREE: 800.282.9905  
LOCAL: 727.938.2020  
FAX: 727.938.5606

WEB: StLukesEye.com

March 13, 2013

To: WorkNet Pinellas Board of Directors

I have seen first hand some of the good work that WorkNet Pinellas does in our local market. St Luke's has partnered with WorkNet for 8 years, improving the training we have been able to offer our existing and experienced staff as well as new and inexperienced staff that we have brought into the practice, helping the former group to develop their careers and giving the latter group career building opportunity.

I would be honored to work with the WorkNet Board, learning more about ~~their mission~~ and strategic objectives and hopefully being able to contribute useful ideas and a fresh perspective.

Sincerely,

J. Bradley Houser  
Administrator

## RESUME

J. Bradley Houser  
PO Box 555  
Crystal Beach, FL 34681  
[jwvgoethe@aol.com](mailto:jwvgoethe@aol.com)

### Employment History:

1. St Luke's Cataract and Laser Institute (January, 2003 – Present)  
Position: Administrator  
Business: Integrated Ophthalmology Practice  
Brief: Act as Chief Operating Officer for the practice. Major accomplishments include:
  - Direct daily operations of the practice, which employs approximately 300 staff. Practice is one of the largest and most successful independently owned ophthalmology practices in the US.
  - Built, trained and groomed management team that functions as a cohesive unit in running the day to day operations of the practice
  - Implemented sound billing, coding and collections protocols to stabilize and then increase cash flow from operations.
  - Developed strategic plan for major transition with founder and primary surgeon nearing retirement and his son assuming ownership and leadership of the practice.
  - Over several years, directed the design and construction of 5 satellite offices. Two of those offices have surgical suites – one a full Medicare credentialed, 2 OR ASC and the other with two office based ORs outfitted for full body plastic surgery.
  - Introduced structure and accountability throughout the practice.
  - Evaluated and re-structured physician compensation.
2. Center For Sight, P.A. (March, 1992 – December, 2000)  
Position: Administrator  
Business: Integrated Ophthalmology Practice  
Brief: Act as Chief Operating Officer for the practice. Major accomplishments include:
  - Directed daily operations of the practice, which employed approximately 150 staff.
  - Recruited and negotiated employment agreements with 3 subspecialty MD surgeons, the addition of which helped the practice to grow in a difficult environment of reduced fees and increasing competition in healthcare.
  - In the face of decreasing reimbursement for medical and surgical services, during my nine years annual revenues for the practice doubled and annual net income grew by nearly 65%.
  - In 1993, developed and built a 30,000 sq ft real estate project to house the main office of the practice and an ambulatory surgery center, each in a separate building
  - The ambulatory surgery center was a start up business. After getting the business established and highly profitable, in 1995, negotiated the sale of the business to Columbia/HCA.
  - In 1996, negotiated the sale of the 30,000 sq ft real estate project to Healthcare Realty Trust.
  - Aggregate proceeds from the sales of the surgery center business and the real estate were more than three times the cost of developing and equipping the real estate and the business.
  - In 1999 and 2000, developed and built a 22,000 sq ft facility in a new market to house a clinic and ambulatory surgery center for the practice.
3. Oxford Development Company (June, 1988 – March, 1992)  
Position: Regional Vice President  
Business: Real Estate Development  
Brief: Responsible for the Florida operations of this Pittsburgh based development company. Major accomplishments include:
  - Directed the development and sale of a \$30 million, high-rise, beachfront condominium project.
  - Directed the development and leasing of a 60,000 square foot, multi-tenant office building.
  - Oversaw the operation of a 200,000 square foot retail mall.

4. Daniels Group, Inc., and subsidiaries (November, 1974 – June, 1988)

- a. Position: President and CEO  
Firm: Rentenbach & Wright, Inc.  
Tenure: August 1985 – June 1988  
Business: Construction Services (General Contractor, Architect, Construction Manager)  
Brief: Turnaround situation. Major accomplishments include:
  - o Following 3 ½ years of losses (most of which pre-dated my arrival), directed the company to 7 straight quarters of profitability.
  - o Negotiated the sale of architectural and construction management services for a \$25 million project.
  - o Reduced bank debt from nearly \$5 million to approximately \$2 million.
- b. Position: Vice President and General Manager  
Firm: Daniels Real Estate Development Company  
Tenure: January 1983 – August 1985  
Business: Real Estate Development
- c. Position: Manager of Administration  
Firm: Newcomer Products, Inc.  
Tenure: December 1981 – December 1982  
Business: Manufacturer of tungsten carbide cutting tools.
- d. Position: Various, including Assistant to the Chairman and Corporate Secretary/Treasurer  
Firm: Daniels Group, Inc. (Parent Company)  
Tenure: November 1974 – December 1981  
Business: Diversified holding company
- e. Position: Vice President and Director  
Firm: Daniels Group, Inc.  
Tenure: 1983 – 1988

Education: A.B., Dartmouth College, 1971  
Sigma Alpha Epsilon Fraternity  
Halfback on undefeated Ivy League Champion and Lambert Trophy winning football team

Attended Boston University School of Law, 1972 – 1973

M.B.A., University of Pittsburgh, 1979  
Executive MBA program