



Speaker Information



John F. Cook

Mayor, City of El Paso

Mayor Cook was born on February 27, 1946, in Brooklyn, New York. He graduated from Immaculata High School in 1964, received his bachelor's degree in business from the University of Texas at El Paso (UTEP) in 1977, and in 1993 received an alternative certification in special education, also from UTEP. John married his wife Tram in 1970. He and his wife are the proud parents of six children and grandparents of nine grandchildren, and they have one great-grandchild. The oldest granddaughter is 25, and the youngest is just a couple of months old.

Mayor Cook has lived in Northeast El Paso for most of his life, where his family has owned and operated several Northeast businesses. He served in the United States Army from 1966 to 1971, served as the District 4 city council representative for the City of El Paso from 1999 to June 2005, and was subsequently elected mayor of El Paso in 2005. He is the immediate past president of the Texas Municipal League.

Numerous awards and citations have been given to Mayor Cook throughout his years of service. He has received the Army Commendation Medal for Meritorious Service and the Habitat for Humanity Volunteer of the Year Award. Local organizations and associations have also honored Mayor Cook. The El Paso Municipal Police Officers Association has twice designated Mayor Cook "Legislator of the Year," he has been voted "Best Elected Official" three times by El Paso, Inc., and *What's Up?* publication, and in 2008 was voted "Best Looking Mayor" by *El Paso Magazine*.

Mayor Cook has served the community through his participation in multiple clubs and civic organizations, as well as service on many boards and committees. This includes the El Paso Collaborative for Academic Excellence, the National League of Cities, the Texas Border Coalition, REDCo, the Rio Grande Council of Governments, the Mass Transit Board, and the United States Conference of Mayors. He has been deeply involved in El Paso's community affairs as a businessman, teacher, coach, founder, and member of these many organizations, as well as through his service as mayor for the City of El Paso.



José Reyes Ferriz

Mayor, Ciudad Juárez, Chihuahua

Mr. Reyes has worked as general director of Reyes Estrada y Reyes, S.C., Law Firm since 1988. In 1989, he began teaching commercial, corporate, and international law (including contracts); Introduction to Anglosaxon Legal System; Foreign Investment in Mexico; Intellectual Property; and Economic Law at the University of Juárez. He also serves as the coordinator of the master's degree in international law and commerce.

Mayor Reyes also served as the University of Juárez' representative to the Mexican Senate as a consultant for the NAFTA. As a member of the U.S.-Mexico Controversy Resolution Center, he has been responsible for project development, and he participated in the proposal to obtain funds to create an Arbitration Center between Mexican and U.S. entities; the Center received two million dollars to start operations.

Mr. Reyes earned a law degree from the University of Juárez. He also received a master's degree in international law from Notre Dame University and a diploma from Harvard University for the Program for Lawyers in International Litigation and International Arbitration.



Ken Miyagishima

Mayor, Las Cruces, New Mexico

Kenneth Daniel Gallegos Miyagishima was born in Biloxi, Mississippi, in 1963 and is of Japanese and Mexican descent. He has lived in Las Cruces since 1971, graduating from New Mexico State University (NMSU) in 1985 with degrees in finance and real estate. In 1984, while still attending NMSU, Ken began his insurance and financial services business, which he still owns today.

Ken has achieved many milestones in his distinguished career in public service. In 1992, he became New Mexico's first American of Japanese descent elected to public office. He has served on the Las Cruces City Council and Doña Ana County Board of Commissioners. Ken's accomplishments were included in the book *Distinguished Asian-American Political and Governmental Leaders*, printed by Greenwood Press. In 2002, Ken was the recipient of the Commander's Award for Public Service from the Department of the Army. In 2007, he graduated from the FBI Citizen's Academy, Las Cruces Resident Agency.

A college instructor of finance and management from 1989 to 1996, he also has served as both commissioner for and chairman of the Doña Ana County Board of Commissioners. He has been president of the Rio Grande Council of Government, chairman of the New Mexico Association of Counties Insurance Authority, and chairman of the City of Las Cruces Public Safety Committee. Additionally, from 2001-2007 he served as councilor for District 6 of the City of Las Cruces. In 2007, he was elected mayor of Las Cruces, a position he still holds today.



Captain Lenn Carter

Denton Police Department

Captain Lenn Carter commands the Investigative Services Bureau of the Denton Police Department. He began his service with the department in 1993. He has served in a variety of capacities within the department and has been actively involved in numerous successful community and professional programs. Captain Carter graduated from the University of North Texas, where he earned a bachelor of science degree in criminal justice and a master of science degree in interdisciplinary studies. He is a graduate of the 220th session of the Federal Bureau of Investigation National Academy in Quantico, Virginia, and the Police Executive Research Forum Senior Management Institute for Police in Boston, Massachusetts. In addition, he serves as an adjunct faculty member at North Central Texas College in Corinth, Texas, and Texas Woman's University in Denton, Texas.

Mack Borchardt

Fire Chief, City of Frisco Fire Department

Chief Mack Borchardt is a Frisco native who graduated from Frisco High School. He joined the Frisco Volunteer Fire Department in the summer of 1973. Frisco's then mayor appointed him fire chief of the Volunteer Fire Department in February 1979. His volunteer status evolved into a paid position with the City of Frisco in 1981. In his new role, he wore several hats, as is customary in small towns. One of those hats continued to be fire chief.

As Frisco grew, the need for Borchardt to devote more time to the Fire Department became apparent. When Frisco's first and only city manager, George Purefoy, came to Frisco in 1987, Chief Borchardt moved to the Fire Department on a full-time basis. He continues to wear the hat of fire chief today.



Justin Dreau Harper

Criminal Justice Department Chair, Irving Independent School District

Justin has been a police officer with the Venus Police Department since 2005. He has been a police officer since 1996 and has worked for the Arlington Police Department and the Lake Worth Police Department. He is currently an instructor at the Jack E. Singley Academy in Irving, Texas, and he teaches the Criminal Justice Program. He has students working in internships at the City of Irving Dispatch Facility, Detention Center, Code Enforcement, and Victims Advocac. He and his wife Jenny Harper have two daughters, Jovie (3) and Julia (9 months), and Bear, their dog. He is originally from Peoria, Illinois, and he has been living in Texas since 1996. He has a criminal justice degree from Culver-Stockton College.

Kristin Spivey

Detention Supervisor, City of Irving Police Department

Kristin has worked for the Irving Police Department since January 1992. The Irving Police Department jail employs a staff of 42 detention officers and seven detention supervisors. The facility books and releases more than 16,000 prisoners annually. Kristin currently serves as the intern coordinator, and her duties include recruiting, selecting, and training all new interns in the jail. Additionally, she supervises detention officers and oversees daily jail operations. Past duty assignments have included coordinating special projects and budget and grant purchases, as well as serving as the jail's training coordinator for new detention officers. She trains detention officers in the areas of courtroom demeanor, report writing, contraband control, hostage negotiations/first responder, suicide prevention, stress management, and mental health awareness. She also coordinates and conducts training courses statewide for the Municipal Jail Association of Texas (www.MJAT.org). She is a staff trainer for MJAT, served as the organization's president from July 2007 to 2009, and currently serves on the Board of Directors (2003-2007/2009-2010). Kristin is a state certified Crisis Intervention Trainer and is certified as an ethics instructor through The Institute for Law Enforcement Administration. Kristin is a graduate of the School of Police Supervision Course through The Institute for Law Enforcement Administration and The Center for Leadership Studies Situational Leadership course.



George Mones

Director of Human Resources, Mesquite

George has been working as the director of human resources for the City of Mesquite since 1998. Prior to that, George was the vice president of human resources for the Saint Vincent Health System (1988–1998), while also serving as adjunct professor at Webster University (Little Rock, Arkansas, campus) from 1992–1998.

Early in his career, from 1975–1980, George held the position of director of human resources for the University of Oklahoma Hospital and Clinics before moving on to St. Dominic-Jackson Memorial Hospital as the director of human resources, where he worked from 1980 until 1988. George has a broad range of human resources management experience, including personnel administration, training, management development, risk management, on-site child care center, and wellness programs. Professional association experience includes president of the Mississippi Health Care Human Resources Association; president of the Little Rock, Arkansas, Chapter of the Society for Human Resource Management (SHRM); and Civil Club President. George received the certification as a Senior Professional in Human Resources (SPHR) and International Public Management Association (IPMA) Certified Professional in Human Resources (IPMA-CP). George served on the Texas Municipal Human Resources Association (TMHRA) Board from 2001–2003. He co-chaired the Newsletter Committee, chaired the Technology Committee and ad-hoc committee on the salary survey from 2001-2002, and served as Education Program chair from 2002–2003. He is a current member of TMHRA, IPMA, and SHRM.



James E. Huckaby

ARM-P, Director of Risk Management, Mesquite ISD

James E. Huckaby has been the director of risk management for the Mesquite Independent School District for 18 years, where he manages the property and casualty insurance program, loss control, workers' compensation program, state and federal environmental compliance, and employee benefits. Significant accomplishments include a reduction of workers' compensation and automobile liability claim costs by 60 percent and 45 percent, respectively, along with a documented savings in excess of \$26.7 million produced by the district's workers' compensation self-insured program.

Huckaby is a past president of the National Public Risk Management Association (PRIMA) and the Texas chapter. He served a two-year term on the Texas Safety Association Board of Directors. Huckaby currently serves as a public representative to the Texas Surplus Lines Stamping Office Board of Directors. He is a long-standing member and past president of the Mesquite Rotary Club. He is currently serving his third term as president of Mission East Dallas, a non-profit Dallas County faith-based organization providing medical and dental services for low income/uninsured individuals. He is a past president of the Mesquite Social Services and American Heart Association-Mesquite Division Board of Directors. Huckaby received bachelor and master degrees of science from Texas A&M University at Commerce. He holds the designations of Associate of Risk Management (ARM) and Associate in Risk Management – Public Entities (ARM-P).



Peggy Calliham

Community Relations Manager, City of College Station

Peggy Calliham retired from the City of College Station as community relations manager in December 2009 after 27½ years of service. She has a history of firsts over her tenure at the city.

She was the first director of the College Station Conference Center, the first public information officer, the first Teen Court coordinator, and the first Citizens University coordinator. She developed all these programs, and they maintain a strong existence today. In 1998, Calliham developed and managed both the Teen Court and Citizens University programs and managed them simultaneously for 10 years before returning to the community relations office.

Peggy is a graduate of Sam Houston State University and holds a master of education degree from Texas A&M University. She is the proud mother of two Aggie sons and grandmother to four little Aggies-to-be.



Alison Ortowski

Assistant to the City Manager, City of Southlake

Alison has served as an assistant to the city manager in Southlake since 2007. Prior to that time, she worked for the City of Denton as a downtown development specialist (2003-2007) and the City of Gatesville as the Main Street director (2000-2003).

Alison received a bachelor of liberal arts degree from The University of Texas at Austin and a master of public administration degree from the University of North Texas. She was named Outstanding M.P.A. Student for 2006-2007 by the University of North Texas, and she was elected to Pi Alpha Alpha, the National Honor Society for Public Affairs and Administration.

She works with the Southlake Program for the Involvement of Neighborhoods and is a member of the International City/County Management Association, the Texas City Management Association, the Texas Municipal League, and the Urban Management Assistants of North Texas, where she serves as chair of the Special Projects Committee.



Rebecca Esposito

Founder and President, Esposito Communications

Rebecca Esposito provides the dynamic leadership for Esposito Communications, an Austin-based international training and consulting firm that enhances the success and performance of executives and professionals through improved communication skills. With 15 years of marketing, sales, and management experience, Rebecca supports her communication expertise with an in-depth understanding of the challenges facing corporations in today's highly competitive business environment. She has worked closely with senior executives from Fortune 100 companies and mentored top-level participants from Europe to China, firmly establishing herself as a valuable corporate asset.

Upon graduating from The University of Texas at Austin, Rebecca started her career with Marshall Field's in Chicago. There she increased department sales for the organization through managing and developing a staff of 15. Returning to The University of Texas to earn her M.B.A., she developed an innovative program to enhance the leadership and communication skills of "high potential" undergraduate students. Rebecca further established her dominance in the communications and marketing arenas as she worked in brand management for Procter & Gamble and then as director of marketing for the Miller Brewing Company in Texas. Since that time, Rebecca's entrepreneurial spirit and vibrant enthusiasm spurred her to form Esposito Communications, a respected, female-owned business with unique benefits for all the companies it serves worldwide.

For the past ten years, Rebecca has used her vast expertise to help thousands of individuals to strengthen their presentation, communication, and leadership skills. She has addressed hundreds of corporations and college organizations, engaging audience members while motivating them to communicate much more effectively. Using a customized approach, Rebecca specializes in helping professionals identify their personal communication styles and maximize their own strengths. Whether she is working one-on-one with a C.E.O. or educating a small group, Rebecca is simply unmatched in her ability to share her powerful approach and inspire clients to communicate with excellence and authority.



Linda Swindling, JD, CSP

The Center for Influence's president and CIO (Chief Influence Officer), Linda Byars Swindling started her professional career as an employment attorney in a large downtown Dallas law firm, Geary, Glast and Middleton. She was partner in the Carrollton, Texas, law firm, Withrow, Fiscus and Swindling. After becoming a mediator, she received training from the University of Houston White's Institute for Dispute Resolution and Harvard's program on negotiation. When her first book, *The Consultant's Legal Guide*, was published, Linda left the practice of law. Creator of the popular Passports to Success series, Linda has authored or co-authored a number of books, including *Impact Negotiation*, *What Smart Trainers Know*, and *The Productivity Path*.

A Certified Speaking Professional, Linda is a ToP™ trained facilitator and a COREMAP personality assessment facilitator. She holds both a law degree and a broadcast journalism degree from Texas Tech University. While in Lubbock, she worked for a short time for both ABC affiliate KMAC-TV and KTXT, a local radio station, and made local commercials. Prior to attending college, she danced professionally with a Dallas dance company and spent some time in New York City studying dance. She is an award-winning presenter and a MPI Platinum speaker.

A mother of two who has been married almost 20 years, Linda has served as the president of the Metrocrest Social Services Center and as a national director and an officer of the National Speakers Association.



Scott Houston

Director of Legal Services, Texas Municipal League

Scott graduated from Texas A&M University with a degree in political science. After studying law at the University of Innsbruck, Austria, and the University of Palermo in Buenos Aires, Argentina, he received his law degree from St. Mary's University School of Law in San Antonio. Scott is presently serving as director of legal services with the Texas Municipal League and general counsel to the Texas City Attorneys

Association. In addition, he has served as an adjunct professor of political science at Texas State University. He provides legal services in all areas of municipal law.

Session Moderators



Freddie Taylor

AMCC President and Councilmember, City of Sulphur Springs

Freddie Taylor attended Troy State University, earning a bachelor of science degree in management and business administration. He is married to Rita, sharing five children, two of whom are in college.

He is a board director of the Northeast Texas Workforce Board, board director of the Arkansas/Texas Council of Government (ATCOG), former mayor and chairman of the chamber of commerce in Sulphur Springs, and he has received a TMLI Certificate of Excellence the past three years.



Joe Cordina

AMCC 1st Vice President and Mayor, City of Parker

Mayor Joe Cordina is president of both Component Technology and i-Tex Wireless, Inc. Before becoming mayor, he served the City of Parker on the city council from 2004-2008. He currently serves as first vice president of the Association of Mayors, Councilmembers and Commissioners (AMCC). He is a retired colonel in the U.S. Air Force, with 30 years of service, and he is proud to be a veteran of the Vietnam War.

Mayor Cordina has served his community in many capacities—as a scoutmaster and as the Air Force Academy advisor for Congressman Sam Johnson's Nomination Selection Panel (he also served in the same capacity for four north Texas Congresspersons). Mayor Cordina graduated from the University of South Carolina with a major in psychology and a minor in sociology, and he received a master's degree in administration from Central Michigan University. He is also a graduate of the Air War College, where he earned 24 hours of doctoral credit in international studies. He received the CPMR (Certified Professional Manufacturers' Representative) designation from Indiana University.

The Cordina family consists of Joe, Patti, and daughter Lauren, with older children Andy, Kathryn, and Chris living in the local area and Florida.



Jim Covington
AMCC 2nd Vice President and Mayor, City of Belton

Having moved to the Belton area in 1982, Jim worked in local banking institutions and retired after a 31-year banking career in November 2006. He is a past chairman of the board of the Belton Chamber of Commerce and past president of the Temple Lions Club.

Jim ran for and was elected to the Belton City Council in 1995, after serving several terms on the Belton Parks Board. In February 2006, he resigned from the city council in order to run for the position of mayor. He became the first elected mayor of the city under the new city charter that was approved the year before. He stood for re-election in the May 2008 election and was elected unopposed.

He is married to Terri Covington, owner and C.E.O. of Covington Real Estate, Inc. In January 2008, he came out of retirement to oversee the property management division of the corporation.

Jim and Terri have two sons and one granddaughter and are members of First Baptist Church in Belton, where he serves as a deacon.



Holly Gray-McPherson
Mayor Pro Tem, City of Roanoke

Holly Gray-McPherson is the business development director for Pacheco Koch Consulting Engineers of Dallas, Fort Worth, and Houston. Holly accepted her position in 2009 after previously handling marketing for Dannenbaum. Holly is very active in her community—Roanoke, Texas—having served as mayor pro tem for five years and as a member of the city council since 2002. Holly has also served as chair of the Roanoke Charter Commission and is a charter member of the Roanoke Historical Board, which she helped to re-establish in 2007.

A lifetime resident of Roanoke, Holly and her husband Mark have two children, Cole and Hannah. Though she doesn't drive a minivan, Holly is a dedicated Soccer Mom and when not volunteering, you will find her enjoying her free time at various area soccer fields. She is the chair elect for ARTSNET (local arts council) and is dedicated to encouraging the arts and cultural affairs in the community at large.

Holly is currently serving as the TML Region 8 vice president. She has received TMLI recognition for five consecutive years.