

INC 03-82

Prkic, Christina (COE)

**From:** Prkic, Christina (COE)  
**Sent:** Monday, August 11, 2003 1:19 PM  
**To:** Hefty, Nichole (DERM)  
**Subject:** RE: Sponsorship for DERM 2003 Environmental Essentials Workshop

Hi Nicole,

You requested an opinion regarding any potential conflicts as they relate to DERM's solicitation of sponsorships for its annual Environmental Essentials Workshop.

Based upon the facts presented, there is no legal conflict that precludes DERM from soliciting sponsors, some of whom may be presently contracting with the Department. Section 2-11.1 (e) (2) (e) "Exceptions," provides,

"Gifts solicited by County employees or departmental personnel on behalf of the County in the performance of their official duties for use solely by the County in conducting its official business."

However, the department's solicitation efforts must not be solely targeted to businesses contracting or seeking to contract with DERM.

Also, please refer to RQO 01-139 which outlines certain guidelines pertaining to such gift solicitation.

In addition, I have faxed you two opinions: RQO 01-139 and RQO 98-10 [the previous DERM opinion].

Should you have any additional questions please don't hesitate to contact me.

Best regards,  
Christina Prkic  
Staff Attorney  
Miami-Dade County Commission on Ethics and Public Trust  
P: (305) 350-0615

-----Original Message-----

**From:** Hefty, Nichole (DERM)  
**Sent:** Monday, August 11, 2003 12:10 PM  
**To:** Prkic, Christina (COE)  
**Cc:** Calle, Julio (DERM)  
**Subject:** Sponsorship for DERM 2003 Environmental Essentials Workshop  
**Importance:** High

Dear Ms. Prkic,

I'm sorry this took a little time to get to you this morning - it took longer than expected to convert the files to PDF.

As per our conversation earlier today, I am requesting determination of our ability to accept sponsorship from companies that are currently under contract with DERM for various services and activities. As I explained, this is an annual DERM conference that provides environmental information to local industry, businesses and municipalities (see "attendee Flyer" attached below). The participants of this workshop are often looking for the services provided by the companies who exhibit and sponsor this event, and therefore it is a way for these two parties to make contact and interact. As you will see on page 2 of the Sponsorship package attached below, the companies who exhibit and/or sponsor are given various amounts of services and recognition, based on the level of sponsorship. They are therefore not only paying for these services, but are also paying to help reach their potential customers. Sponsorship dollars are very important to the success of this event as a way to decrease the costs to the Department. We must pay for various things such as printing and promotion, a location to hold the event, and catering, which can all be very costly. We try to make the admittance fee as low as possible, so as not to discourage attendance, and we allow all speakers to attend for free, as an incentive to speak. Therefore, we must obtain additional money to make this all possible.

There are several companies who have been sponsors or exhibitors in the past and have expressed an interest in doing so again this year. Many of these companies are currently under contract with DERM for laboratory and/or environmental remediation services. In many cases, these companies are providing services to other County departments, but the contracts are actually being administered by DERM. I have spoken to these contract administrators who have assured me that these companies are given business on a rotational basis so as to make the awards as equal as possible, and that their sponsorship of this event, or lack of it, will in no way affect the work they are awarded. I can provide a list of these companies if necessary.

<< File: EE\_2003\_exhibitor\_sponsor\_brochure.pdf >> << File: Attendee (Flyer).pdf >>

If you have any additional questions, please do not hesitate to contact me. Thank you for your assistance with this matter.

**Nichole L. Hefty, Manager**  
**Pollution Prevention & Urban CO2 Reduction Program**

Miami-Dade DERM  
33 SW 2nd Avenue, Suite 1200  
Miami, Florida 33130-1540  
(305) 372-6825  
heftyn@miamidade.gov

**Tracking:**

**Recipient**  
Hefty, Nichole (DERM)

**Delivery**  
Delivered: 8/11/03 1:19 PM

**Read**  
Read: 8/11/03 1:54 PM

IND 03-82

TRANSMISSION VERIFICATION REPORT

TIME : 08/11/2003 13:23  
NAME : COMMISSION ON ETHICS  
FAX : 3055790273  
TEL : 3055792594  
SER. # : BR002J15794

DATE, TIME 08/11 13:21  
FAX NO./NAME 3053726419  
DURATION 00:01:22  
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MODE STANDARD  
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Urgent  For Review  Please Comment  Please Reply  Please Recycle

To: Nicole  
From: CHRISTINA  
Fax: \_\_\_\_\_  
Pages: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Re: *Prinibs*  
CC: \_\_\_\_\_  
Date: \_\_\_\_\_



Miami-Dade County DERM  
 Office of Sustainable Environment & Education  
 33 SW 2nd Avenue Suite 1200  
 Miami, Florida 33130-1540 TPOE219105

**10<sup>th</sup>**  
 ANNUAL

**ENVIRONMENTAL ESSENTIALS** WORKSHOP



**Wednesday OCTOBER 15, 2003**  
 at Parrot Jungle Island Treeop Ballroom  
 1111 Parrot Jungle Trail (I-395 between downtown Miami and South Beach)  
 Miami, Florida



Calling 311 • **SPONSORS!** • **EXHIBITORS!** • **SPEAKERS!** • **ATTENDEES!**

Event information and statistics

**LOCATION**

Parrot Jungle Island Treeop Ballroom, 1111 Parrot Jungle Trail (I-395 between downtown Miami and South Beach) Miami, Florida

**DATE & TIME**

Wednesday October 15, 2003. From 8:30 a.m. to 3:30 p.m.

**EVENT HOSTS**

Miami-Dade County Department of Environmental Resources Management (DERM) & University of Florida Center for Training Research and Education for Environmental Occupations (UF/TREEO)

**HISTORY**

This is our 10th year hosting this event. Yes, this is the same terrific event we normally hold in April each year!

**PARTICIPANT COUNT**

In each of the last three years there have been over 250 participants.

**INTERNET WEBSITE**

Information: [www.miamidade.gov/derm](http://www.miamidade.gov/derm)  
 Registration: [www.treeco.ufl.edu](http://www.treeco.ufl.edu)

**OUR PAST EVENT SPONSORS INCLUDE**

- Environmental Enterprises of Florida, Inc. •
- Greenberg Traurig, LLP •
- Sorbant Environmental Corp. • STL Miami •
- South Florida Association of Environmental Professionals



# 10<sup>th</sup> ANNUAL ENVIRONMENTAL ESSENTIALS



## ATTENTION!

We are excited to announce that the Miami-Dade County Department of Environmental Resources Management (DERM) will be hosting the 10th Annual Environmental Essentials Workshop this year! After almost a decade of successful events, we can say that this workshop has a history of fulfilling its promises. This event delivers fundamental environmental information that is necessary for today's facilities to survive and excel. From basic compliance issues and the latest regulatory changes, to new and innovative technologies and practices, this event covers a wide range of environmental concerns.



forward to your continued support. The sponsorship levels for this year are:

- Event Sponsor.....\$2000
- Lunch Sponsor.....\$1200
- Break Sponsor.....\$600
- Agenda Sponsor.....\$100

Please contact Stanley Edouard at 305.372.6784 for more information.

## EXHIBITORS

This is the best event in South Florida to reach a targeted audience looking to comply with environmental, health, and safety regulations. In many cases the facilities go beyond that and set their own standards of performance. The right product or service - your company's product or service - may just be the technology that our participants need. Exhibit space is limited, so register early and don't miss this opportunity to reach and interact with your current and future customers.

Exhibit Spaces.....\$400

Please contact Stanley Edouard at 305.372.6784 for more information.



## SPEAKERS

We are currently finalizing our agenda. Topics currently being developed include how to...

- properly label, store, and manage hazardous wastes
- prepare for and expedite a site inspection
- hire a waste hauler or other environmental service provider
- apply for an environmental permit and/or submit plans
- meet stormwater management requirements
- learn from the success & difficulties of others
- plus many more!

## Speakers are FREE!

If you believe that you have a terrific presentation for this year's Essentials, please contact Nichole Herfy at 305.372.6784 for more information.



## ATTENDEES

Have we already caught your interest? Check periodically on our website for updates about topics and presenters. Once you are ready, you can register online with UFTREED at [www.treco.ufl.edu](http://www.treco.ufl.edu).

Pre-register (by Oct 8, 2003).....\$85  
 Register (after Oct 8, 2003).....\$105

## SPONSORS

There are many factors that contribute to making this workshop a success each year, but perhaps none are as tangible as the monetary and in-kind contributions of our sponsors. This is a great opportunity to contribute to a worthy environmental event, as well as associate the name of your organization with an event at the forefront of environmental education and technology. We would like to say thank you to all of our past sponsors and we look

# 10<sup>th</sup> ANNUAL *Environmental Essentials* WORKSHOP

## Welcome Sponsors and Exhibitors

The Environmental Essentials Workshop has become an indispensable asset to Miami-Dade County's business community. The workshop has grown, from a background of almost exclusively pollution prevention, into an event that includes general environmental topics that would be useful to just about any business. The primary goal of the Workshop is to pass along fundamental environmental information that is necessary for today's businesses to survive and excel. This year's workshop sessions cover such important areas as environmental regulations and compliance, pollution prevention, and daily operational issues.

### Event Sponsor ..... \$ 2000

- Logo on all subsequent "Environmental Essentials" 2003 printed materials
- Logo on main banner recognizing sponsorship at event
- Advertisement in conference agenda
- Admission for up to two additional guests (4 total)
- Plus! All Exhibit Display benefits listed below

### Lunch Sponsor ..... \$ 1200

- Banner recognizing sponsorship during lunch break
- Special recognition when lunch is served
- Advertisement in conference agenda
- Admission for up to two guests (2 total)

### Break Sponsor ..... \$ 600

- Signage recognizing sponsorship during breakfast or mid-morning break
- Recognition in agenda
- Admission for up to two guests (2 total)

### Exhibit Display ..... \$ 400

- Display space, 6' table, 2 chairs, and limited electrical access
- Admission for up to two exhibitors (2 total)

### Agenda Sponsor ..... \$ 100

- Advertisement in agenda (business card size - approximately 2" x 3.5")
- Admission to conference is not included



## Registration Instructions for Sponsors and Exhibitors

- 1) Contact Miami-Dade County DERM (305-372-6784) and let them know you will be sponsoring or exhibiting this year. You may wish to fax an advance copy of the registration form to us at (305-372-6419) but registration requires that we receive an original version and payment.
- 2) Complete the Sponsor/Exhibitor Registration Form and return with payment to Miami-Dade County DERM. Make checks payable to "Miami-Dade County."
- 3) Early payment is recommended as promotional information about a Sponsor will not be included in Conference materials until registration is complete. The deadline for inclusion in promotional materials to be displayed/distributed at the Conference is September 26, 2003.
- 4) Sponsors please remember to submit camera ready copies (or standard PC format electronic versions) of your logos and agenda advertisements as applicable to your level of sponsorship.

## Checklist - Have you:

- Received a "Sponsor and Exhibitor Information Package" including: Sponsor/Exhibitor Registration Form, Contact and Name Badge Form, Guidelines for Sponsors and Exhibitors, Location and Directions to Conference.
- Sent in a completed registration form and payment. Sponsors will not be included in any promotional materials until Sponsor and Exhibitor Registration Form and full payment are received. A completed form and full payment of sponsor/exhibitor fees must be received prior to the September 26, 2003.
- Completed and submitted a list of representatives on the "Contact and Name Badge Form"
- Received confirmation of your registration. Name badges will be available to pick up at check-in.
- Passed along extra flyers for the Conference to your present and prospective customers.
- Marked your calendar for Wednesday, October 15, 2003 to be at the 10th Annual Environmental Essentials Workshop in South Florida
- Contacted Miami-Dade County DERM at (305) 372-6784, if you have any questions.