



TML Newly Elected City Officials' Orientation

You've got questions...we've got answers.

Speaker Bios August 11-12, 2022 ~ San Antonio



Joe Serio
President, Joe Serio Enterprises

Dr. Joe Serio is an international speaker, trainer, and author who holds a Ph.D. in criminal justice from Sam Houston State University (SHSU), with a specialization in leadership and organizational behavior. His career is highlighted by unique experiences in the former Soviet Union investigating the Russian mafia, including a year spent working in the Organized Crime Control Department of the Soviet national police prior to the collapse of the USSR.

He started his own company assisting foreign corporations in Russia and later became a consultant to the New York-based global corporate investigation and business intelligence firm, Kroll Associates. Soon, he became the director of the Moscow office of Kroll, overseeing investigations across the former Soviet Union. While in Russia, he was also a consultant to major U.S. and European media companies and helped produce three documentaries for A&E's *Investigative Reports*.

Back in the U.S., Dr. Joe devoted much of his time to finishing his Ph.D. and traveling around the U.S. speaking to corporate audiences on business security issues in Russia. He also served as editor-in-chief of the well-regarded magazine, *Crime and Justice International*, and as co-instructor of week-long programs on developing effective relationships with the media.

Dr. Joe is the author of the critically-acclaimed book, *Investigating the Russian Mafia*. He recently released the first two books in his Get the Nerve® Series, *Overcoming Fear: 50 Lessons on Being Bold and Living the Dream* and *Public Speaking: 50 Lessons on Presenting Without Losing Your Cool* with more to follow. He has been interviewed by *The New York Times*, *The Washington Post*, *The Wall Street Journal*, *The Chicago Tribune*, *The Dallas Morning News*, CNN, NBC News, Fox News, WGN Radio (Chicago), *The European* (UK), *Legal Realm* (China), *Sekai Nippo* (Japan), *Sol de Mexico*, and many other media outlets.



Lee Woodward
City Secretary/PIO, City of La Porte

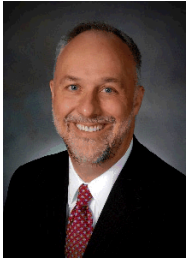
Lee Woodward is the city secretary and public information officer for the City of La Porte and was previously the same for the City of Huntsville. Woodward is the 2022 Vice President and Legislative Committee Chair for the Texas Municipal Clerks Association (TMCA) and is an instructor for their annual Election Law Seminar, as well as for the annual Houston-Galveston Area Council (H-GAC) seminar on election law. Woodward holds credentials as a Texas Registered Municipal Clerk, Texas Certified Public Manager, IIMC Master Municipal Clerk, Certified Records Analyst (ICRM), Professional Registered Parliamentarian, and Certified Parliamentarian. She is a member of the Texas Association of Municipal Information Officers (TAMIO), Texas City Management Association, and Texas Women Leading Government, and is an IIMC Athenian Leadership Society Fellow and Dialogue Facilitator. She received a bachelor's degree from Texas A&M University (College Station) and a master's degree from Johns Hopkins University.



Martie Simpson
Consultant and GFOAT Executive Director

Martie Simpson currently serves as the Executive Director for the Government Finance Officers Association of Texas. She started her career with a large certified public accounting firm. She then went to work in the private sector for a manufacturing company and later for an insurance company. In 1997 she began her career in municipal government with the City of Killeen, finishing her career in municipal government with the City of New Braunfels.

Martie currently lives in New Braunfels, Texas and is blessed with three adult sons.



Dan Johnson

Former City Manager, City of Richardson

Dan Johnson is the recently retired City Manager of Richardson, Texas. Johnson’s 45 years as a public administrator have been served in a variety of capacities in the DFW Metroplex. Dan’s most recent 25 years with the City of Richardson included his 2012 appointment as City Manager, and his prior service as Deputy City Manager for Richardson from 1996.

Prior to his move to Richardson in 1996, Johnson served for 11 years at the City of Carrollton, Texas, including three years as City Manager, and eight years as Deputy City Manager. Earlier service included responsibilities as Director of Regional Services for three years at the North Central Texas Council of Governments (D-FW metro area), and he was Budget Officer in Sherman, Texas, for five years.

Dan holds a Bachelors Degree in Political Science from Austin College, and a Masters in Public Administration from the University of North Texas. He is also a graduate of the Public Executive Institute of the LBJ School of Public Affairs. Johnson is the 1995 Distinguished Alumni recipient for the Department of Public Administration at the University of North Texas. He is a Past-President for the Urban Management Assistants of North Texas (UMANT), the North Texas City Management Association (NTCMA), and the Texas City Management Association (TCMA).

In 2022, Dan was named a “Distinguished Member” of the Texas City Management Association - one of only six in the 100-year history of TCMA. He also received the TCMA Lifetime Achievement Award and is the inaugural recipient of TCMA’s Excellence in Ethics and Integrity Award. Dan has received “Life Member” status in both ICMA and TCMA. Dan is the 2021 “Citizen of the Year” award recipient from the Richardson Chamber of Commerce. The North Central Texas Council of Governments presented Dan with the 2022 Bill Pitstick Commitment to Regionalism Award for demonstrated service over his 45-year public administration career.

Dan serves on the Methodist Richardson Medical Center Advisory Board, the University of Texas at Dallas Development Board and the Advisory Council for the UTDallas School of Economic, Political & Policy Sciences. He is also a Board Member of the University of North Texas Public Administration Advisory Board. He was the Past-Treasurer & Board Executive Committee Member of the North Texas Commission.

Dan, and his wife Tina, live in Richardson. Dan continues as an active public administration advisor and trainer on topics of municipal service, including Ethics & Governance, Economic Development, Public Finance & Budgets, Transit-Oriented Planning and Development, and Public Management & Leadership, among other topics.

Dan and Tina homeschool their miniature schnauzer, Luna!



Amber McKeon-Mueller

Legal Counsel, Texas Municipal League

Amber McKeon-Mueller is Legal Counsel with TML where she provides legal information to city officials, presents on issues relevant to cities, and monitors legislation during the legislative session. She graduated from the University of Texas School of Law and received her undergraduate degree from the University of Nebraska. Prior to joining the TML Legal Department in 2018, she worked for the Texas Attorney General’s Office as a litigator. She also litigated for over 6 years in private practice in San Diego, California.



Belinda Willis

Consultant/Content Specialist, DFW Strategic Communications

Belinda Willis is an award-winning strategic communications and marketing professional specializing in content creation for government, business and industry. Belinda served for more than 20 years as the Director of Communications & Marketing for the City of Mansfield, Texas, where she was responsible for generating content for the City’s various channels including social media, website, print and marketing. Belinda’s success as a communicator is founded on more than 20 years as an award-winning journalist and editor in Dallas-Fort Worth.

She is a past president of the Texas Association of Municipal Information Officers and is also a board member of the City-County Communications & Marketing Association. Belinda is one of the founders of the Certified Public Communicator program at Texas Christian University and serves on its advisory board. In 2019, she was the recipient of the Cheryl A. Soward Communicator of Distinction Award from TAMIO.



Monty Wynn

Director, Grassroots and Legislative Services, Texas Municipal League

Monty Wynn is the Director of Grassroots and Legislative Services for the Texas Municipal League where he coordinates and implements the legislative policy program for the 1,172 member cities. He has been with TML for 16 years. Prior to his work at TML, Monty worked for two state comptrollers, was the Committee Director for the House Public Education Committee, and served as the Chief of Staff to two Senators.

Monty is a graduate of The University of Texas at Austin with a degree in Economics and Political Science. He and his wife, Rosemary, have two sons, Aiden, 16, and Owen, 15.



JJ Rocha

Grassroots and Legislative Services Manager, Texas Municipal League

JJ Rocha is the Grassroots and Legislative Services Manager at the Texas Municipal League where she coordinates the legislative policy program for the 1,172 member cities. Before joining TML in 2010, she interned at the Texas House of Representatives. JJ is a graduate from St. Edward's University with a degree in political science. In 2014, she received her Master's from the Lyndon B. Johnson School of Public Affairs at the University of Texas in Austin.



Tad Cleaves

Legal Counsel, Texas Municipal League

Tad joined the Texas Municipal League in 2021. During his 13+ years' experience as an attorney, he has served as an in-house City Attorney and Assistant City Attorney for multiple cities in Texas as well as outside counsel to cities across the state while employed with private law firms. He earned a history degree at The University of Texas and a mathematics degree at Texas Tech University before studying law at the Chicago-Kent College of Law. Most importantly, he has an extraordinary wife, four boys, three cats and two dogs to keep him company in his free time.



Evelyn Njuguna

Director of Legal Services, Texas Municipal League

Evelyn Njuguna is the Director of Legal Services at TML where she provides legal information to city officials, presents on issues relevant to cities, and monitors legislation during the legislative session. She graduated from the University of Tennessee where she received both her undergraduate and law degrees. Evelyn previously worked at TML in 2006-2008, and recently returned to TML after serving as an Assistant City Attorney at the City of Houston and First Assistant City Attorney at the City of Missouri City.

Workshop Moderators



David Rutledge, CMO

TML President-Elect, and Mayor, City of Bridge City

Rutledge has served as the mayor of Bridge City since 2016 and previously served as a councilmember for six years. He has earned his annual certified municipal official designation with TML since 2015. Before being elected TML president-elect in June 2021, he served as the TML Region 16 president, represented TML Region 16 and TAMCC on the TML Board, and participated in numerous TML committees. Rutledge will take office as TML president in October 2022.



Lori Ward

TAMCC President, TML Board Director for TAMCC, and Deputy Mayor Pro Tem, City of Addison

Lori Ward is a Texas transplant. She graduated from the University of Oklahoma, with a bachelor's degree in Spanish and taught Spanish for several semesters at the University of Oklahoma while working toward a graduate degree. For most of her 24-year career, Lori has worked in commercial business development and sales management. She is currently the director sales and marketing for a contract manufacturer that specializes in complex assembly and precision fabrication.

Lori is now serving her second term on city council as Deputy Mayor Pro Tem for the City of Addison. In October 2019, Lori was elected as the incoming Second Vice President of the Texas Association of Mayors, Councilmembers and Commissioners (TAMCC), an affiliate of the Texas Municipal League (TML).

Lori enjoys reading, movies, spending time with friends, and taking daily walks with her dog, Rally.