

BRUCE J. MOELLER

200 2nd Avenue South, Suite #431
Saint Petersburg, Florida 33701
(727) 580-0279
bmoeller@juncturegroup.com

EDUCATION:

Doctor of Philosophy, Florida Atlantic University; College of Architecture, Urban and Public Affairs; School of Public Administration. Major: Public Administration.

2001

Master of Arts in Public Administration, Department of Public Administration; Northern Illinois University.

1990

Bachelor of Arts, Concentration: Fire Administration, Western Illinois University.

1986

PROFESSIONAL EXPERIENCE:

PUBLIC SERVICE EMPLOYMENT:

Principal & Owner

Juncture Group, Inc. Saint Petersburg, Florida

2015-Present

- The Juncture Group is a public safety consulting practice affiliated with several national firms.
- The firm counsels a diverse base of public and private sector clients, focusing on integration of public policy and management techniques as applied to public safety organizations.
- Provide clients with consulting, education and research services related to public leadership, public safety & emergency management.

Chief of Staff / Assistant County Administrator

Pinellas County, Florida

2012-2015

- Initially recruited to be Executive Director of Public Safety Services before serving as Chief of Staff & Assistant County Administrator.
- Served as part of the County's Senior Management Team in an urban county of almost 1 million population.
- Primary areas of responsibility include EMS and Fire Administration; Regional 9-1-1; Emergency Management; Ambulance Billing & Financial Services; Animal Services; Justice & Consumer Services; Human Services and Radio & Technology.
- Significant public policy role collaborating with municipal and county leaders.

City Manager

City of Sunrise, Florida

2008-2012

- Chief Administrative Officer of a culturally diverse, full service community (approx. pop. 90,000) in South Florida. The City of Sunrise operated with a \$439 million budget and a workforce of approximately 1,200 employees. Responsible to a five-member Commission for all facets of municipal administration, the city manager is directly responsible for negotiating with employee unions, is the appointing authority for personnel, and prepares the annual budget. Services include community & economic development, fire, police, public works, utilities (serving a total population of 220,000), purchasing, finance, information technology, emergency management and leisure services.
- Located in western Broward County, the City was the state's second largest tourist attraction, Sawgrass Mills Mall, which drew over 25 million visitors a year. Also making its home in Sunrise is the 20,000+ seat Bank Atlantic Center, home of the NHL's Florida Panthers.
- The City consistently experienced growth in office and commercial development. Many major corporations relocated to the City and the community was a leading destination for economic development in the metropolitan area.

Public Safety BackgroundSunrise, Florida; Broward County, Florida; Naperville, Illinois;
Wilmette, Illinois; Lake Forest, Illinois

1977-2008

A strong public safety background spanning several decades. Served in entry-level positions in both disciplines prior to advancing in the fire service. Functioned in increasingly responsible roles, both as a line officer and administrative staff. Served for over 15 years as a fire chief, with experience in large, urban metropolitan-sized agencies and suburban departments. Managed fire suppression, fire prevention, paramedic programs, hazardous material responses, search & rescue teams, 9-1-1 communications and a full array of emergency management functions. Specific experience and last working title include:

- Fire Chief - Sunrise Fire Rescue - Sunrise, Florida 1997-2008
- Director / Fire Chief - Broward County – Fort Lauderdale, Florida 1990-1997
- Fire Captain – Naperville Fire Department – Naperville, Illinois 1982-1990
- Firefighter / Paramedic – Wilmette Fire Department – Wilmette, Illinois 1979-1982
- Police Officer – Lake Forest Police Department – Lake Forest, Illinois 1977-1979

UNIVERSITY TEACHING EXPERIENCE:**Adjunct Lecturer**

2015-2020

Fire and Emergency Services ProgramUniversity of Florida
Gainesville, Florida

<p>Adjunct Instructor School of Public Affairs University of South Florida Tampa, Florida</p>	<p>2014</p>
<p>Adjunct Instructor School of Public Administration Florida Atlantic University Boca Raton, Florida</p>	<p>2001-2011</p>
<p>Adjunct Instructor Department of Professional Management Saint Thomas University Miami, Florida</p>	<p>1998-1999</p>

Dr. Moeller has taught at both the graduate and undergraduate level. Courses taught include the following:

FES 6827: Business Continuity & Disaster (University of Florida)

Addressing risks from cyber-attacks, rioting, protests, product tampering, bombs, explosions, and terrorism. Extensive disaster planning and readiness checklists and developing alternate work and computing sites and emergency facilities.

FES 6806: Disaster Response & Recovery (University of Florida)

Exploring response and recovery operations in the emergency / disaster management profession. Typical challenges to be expected during response efforts along with tools and techniques to enhance the ability to protect lives, reduce property damage and minimize disruption through multi-organizational preparedness, coordination and improvisation will be examined.

PAD 6934 – Performance Management (University of South Florida)

Performance management involves both science (drawn largely from the field of statistics, business and performance measurement) and art (derived in part from organizational behavior and theory). While the theoretical underpinnings are important, this course will emphasize performance management in its practical application.

PAD 6807 – Local Government Administration (Florida Atlantic University)

Examines the various dimensions of local government administration, including methods for improved service delivery. Major areas include the purpose and use of performance measurement in local government; establishing organizational priorities through strategic planning; and implementing change in local government by applying techniques of change management.

FES 4820 Critical Incident Management (University of Florida)

Examines disaster planning and emergency management. Focuses on the four phases of planning, mitigation, response, and preparedness. Includes FEMA and federal government NIMS ICS-700 and ICS-800 certifications.

FES 3780: Analytical Approaches to Fire Protection

Examines the tools and techniques of rational decision making in fire and emergency services agencies, including data collection, statistics, probability, decision analysis, utility modeling, resource allocation, and cost benefit analysis.

FES 4884: Introduction to Terrorism for Emergency Managers (University of Florida)

The goal of this course is to provide students with a general knowledge about terrorism in our world and the methods used for counterterrorism.

PAD 4933 – Capstone Seminar in Public Management (Florida Atlantic University)

An integration of theories and skills in the development of practical strategies designed to help address public problems. The course provides an opportunity to integrate and apply prior learning in order to actually improve public organizations.

PAD 4426 – Public Sector Labor Relations (Florida Atlantic University)

An examination of the historical development in labor relations and collective bargaining for the public sector. Examines the impact of public employee unions on public personnel administration.

FES 3003 – Fire and Emergency Services Public Policy (Florida Atlantic University)

Exposes students to the many facets of policy making and implementation issues in fire and emergency services, including the legal foundations from which agencies operate. Emphasis is placed on the politics of administration.

MAN 701 – Organizational Design and Theory (St. Thomas University)

A course that views organizations from a macro perspective including the domestic and global environment. Both size and technology were explored in determining the structure and processes of organizations while providing students with 'diagnostic skills' needed to effectively manage complex organizations.

PUBLICATIONS

Moeller, B. (2014). Think. In Goldfeder, B. (Ed.) Pass It On. Tulsa, OK. PennWell.

Moeller, B. (2014). The Role of the Emergency Operations Center. FireRescue – February.

Moeller, B. (2012). Financial Management. In Jennings, C. & Thiel, A. (Eds.), Managing Fire and Rescue Services. Washington, DC: International City County Management Association.

Moeller, B. (2009). Issues in Emergency Services. Public Management, 91 (1) 12-15.

Moeller, B. (2008). National Incident Management System (NIMS): Keeping your disaster from becoming a disaster. In Pinkwoski, J. (Ed.), Handbook of Disaster Management. Boca Raton, Florida: Taylor & Francis.

Moeller, B. (2007). Answering Big Questions in the Fire Service. International Fire Service Journal of Leadership and Management, 1 (2), 11-16.

Moeller, B. (2006). Leaders Do Not Stand Still. On Scene. 20 (11), 6.

- Moeller, B. (2006). Leading Change: The Process of Leadership. Florida Fire Service, 14 (3), 7.
- Moeller, B. (2005). Apples to Apples. Fire Chief, 49 (8), 82 – 90.
- Moeller, B. (2004). Obstacles to Measuring EMS Performance. EMS Management Journal, 1 (2), 8-1.
- Moeller, B. (2002). Benchmark Challenge. Fire Chief, 46 (8), 88-90.
- Moeller, B. (1985). Medical Effects of Wearing Self-Contained Breathing Apparatus. Fire Engineering, 138 (10), 43-51.

PRESENTATIONS

- Moeller, B. (2019). Leadership During Crisis – Isn't Everyday a Bit Challenging? Illinois City County Management Association Summer Conference. Galena, IL
- Moeller, B. (2019). Questions City Managers Need to Ask Their Chief. Illinois City County Management Association Summer Conference. Galena, IL
- Moeller, B. (2019). Fire-Based EMS: A Tsunami Is Coming. EMS Today Conference. Washington, DC.
- Moeller, B. (2019). Inside the Manager's Mind: Achieving Success by Persuading Policymakers. Fire Rescue International. Atlanta, GA
- Moeller, B. (2018). Fire-Based EMS: A Tsunami Is Coming. Fire Rescue International. Dallas, TX.
- Moeller, B. (2017). New Answers to Old Questions. Fire Rescue International. Charlotte, NC
- Moeller, B. (2016). New Answers for Old Questions: *What NFPA1710, Economic Theory And Parrots Can Teach Us*. Illinois Fire Chiefs Annual Conference. Peoria, IL.
- Moeller, B. (2016) Don't Let Numbers Get in the Way of Good Data. Florida Benchmarking Consortium. Oviedo, FL.
- Moeller, B. (2016). Critical Questions. Connecticut Fire Chiefs Conference. Meriden, CT.
- Moeller B. & Knight, S. (2015). Critical Questions Every Fire/EMS Chief Should Ask Their City/County Manager. Fire Rescue International. Atlanta, GA.
- Moeller, B. Knight, S. & Sheridan, T. (2015) How to Use 'Fire Freakonomics' to Transform Your Department. Pinnacle, Jacksonville, FL.
- Moeller, B. (2015). Political Side of Apparatus Purchasing. FDSOA 27th Annual Apparatus Specification & Vehicle Maintenance Symposium. Orlando, FL.
- Moeller, B. (2014). Making Fire Departments Think: Organizational Situational Awareness. Fire Rescue International. Dallas, TX.
- Fuentes, G., Knight, S., Moeller B., & Sommers, S. (2014). How the Fire Service Needs to Evolve: Expectations from City & County Government. Pinnacle . Scottsdale, AZ.
- Fuentes, G. & Moeller, B. (2014). I Don't Have Enough Money – Now What? Pinnacle. Scottsdale, AZ

Moeller B. & Paulison R. (2014). Informed Decision-Making in Real Time. Metropolitan Fire Chiefs Conference. Baltimore, MD.

Moeller, B. (2013). P4 – Positive Performance for Politicians & Public. Fire Rescue International. Chicago, IL.

Moeller, B. (2012). Leading Agencies During Periods of Economic Decline. Fire Rescue International. Denver, CO.

Moeller, B. & Krakeel, J. (2012) Using EMS Dollars Wisely. Fire-Rescue Med. Las Vegas, NV.

Moeller, B. (2011). Ten Things Your Boss is Talking About – And You Don't Know. Fire-Rescue International. Atlanta, GA

Moeller, B. (2011). Leading Agencies During Periods of Economic Decline. International Association of Chiefs of Police. Chicago, IL.

Moeller, B. & Nagaraj, R. (2011). Meaningful National Fire Service Data. Metropolitan Fire Chiefs Conference. Charlotte, NC.

Moeller, B. (2010). Lions, Tigers and Bears: Following the Political Yellow Brick Road. Fire-Rescue International – 2010. Chicago, IL.

Moeller, B. (2009). Managing the Manager: Getting What You Want By Giving the Manager What They Want. Fire-Rescue International – 2009. Dallas, TX.

Moeller, B.; Thompson, S.; and Dorsett, A. (2009). The Fire Chief's Role in Tough Times. Florida Fire Chiefs Annual Meeting and Development Conference. Fort Lauderdale, Florida.

Moeller, B.; Dickerhoff, K.; Cohen A. and Cole, H. (2008). Vulnerable Population Registry in Broward County. 22nd Annual Governor's Hurricane Conference. Fort Lauderdale, Florida.

Moeller, B. (2008). Lies, Damn Lies, and Statistics. Fire-Rescue International - 2008. Denver, Colorado.

Moeller, B. (2007). Keeping Your Disaster from Becoming a Disaster: Establishing and Maintaining Situational Awareness. Fire-Rescue International - 2007. Atlanta, Georgia.

Moeller, B. (2007). Are You Prepared for the Politics? Southeastern Association of Fire Chiefs 79th Annual Conference. Daytona Beach, Florida.

Moeller, B. (2007). Implementing Change While Avoiding the Chaos – Essential Ingredients of Leadership. Fire-Rescue Med - 2007. Las Vegas, Nevada.

Moeller, B. and Mikel R. (2006). Strategies for Success: Getting Your Ideas on the Political Agenda. Fire-Rescue International - 2006. Dallas, Texas.

Moeller, B. (2004). Strategies for Success: Managing the Chaos of Change. Fire-Rescue International - 2004. New Orleans, Louisiana.

Moeller, B. (2002). Research in the Development of Deployment Standards: Why Can't We Answer 'Big Questions' in the Fire Service. IFE Fire Service Deployment Conference. Indianapolis, IN.

Moeller, B. (2001). Problems of Measuring Performance in the Fire Service: Do We Really Want to Improve or Simply Claim We Have? Deccan Conference. San Diego, CA.

PUBLIC & PROFESSIONAL SERVICE:

Chair, Patient Protection and Affordable Care Act Task Force of the International Association of Fire Chiefs (2013 – 2015)

Member, ICMA Governmental Affairs & Policy Committee (2010-2012)

Member, FCCMA Disaster Preparedness Committee (2010-2012)

Member, Editorial Board of the International Fire Service Journal of Leadership and Management (2008 – Present).

Member, University of Florida Advisory Board for Fire and Emergency Services Bachelor's Program (2008 – 2009).

Director at Large, EMS Section of the International Association of Fire Chiefs (2006 – 2008)

Member, National Centers Task Force of the International Association of Fire Chiefs (2006 – 2007)

Member, Professional Development Committee of the International Association of Fire Chiefs (2002 – 2007)

Member, EMS Workforce Taskforce of the National Registry of Emergency Medical Technicians (2005 – 2006)

Editorial Board for Fundamentals of Fire Fighter Skills. Jones and Bartlett Publishers: Sudbury, MA. (2004).

President, Fire Chiefs Association of Broward County (2002 – 2004).

Member, National Fire Protection Association Subcommittee on Self-Contained Breathing Apparatus. Responsible for NFPA 1981. (1990-1992).

Member, Broward County Regional Emergency Medical Services Council, (1992- 1997)

PROFESSIONAL MEMBERSHIPS AND HONORS:

International City County Management Association

Florida City County Management Association

Meritorious Service Award – IAFC Emergency Medical Services Section

International Association of Chiefs of Police

International Association of Fire Chiefs

National Fire Protection Association

Metropolitan (Metro) Fire Chiefs

Florida Fire Chief's Association

American Society for Public Administration

Pi Alpha Alpha, National Honor Society for Public Affairs and Administration

Chief Fire Officer Designation – Commission on Fire Accreditation International (CFO)

Nationally Registered Emergency Medical Technician – Paramedic (NREMT-P)

Fellow - Institution of Fire Engineers (FI FireE)