



For Immediate Release

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Florida Sterling Council Announces John Medina and Javier Hernandez-Lichtl as President and President-Elect of Board

Tallahassee, Fla. (October 14, 2010) – Today, the Florida Sterling Council announced its newly-elected executive committee positions for the upcoming year. John Medina, longtime banking executive now head of Greenways of America, has been elected as president of the Florida Sterling Council board of directors. Hospital CEO Javier Hernandez-Lichtl, of West Kendall Baptist Hospital in Miami, will serve as president-elect. Operating out of the executive office of the Governor, the Florida Sterling Council is overseen by its Board of Directors to promote economic development and a high quality of life through organizational performance excellence. During his term through October 2011, Mr. Medina will guide the council to further its mission of creating a state of excellence.

John Medina has been recognized as a Corporate Elite by Hispanic Business magazine and has received a number of local and State awards on leadership and community service. During his tenure as chief academic affiliation officer for Baptist Health and associate dean of the FIU medical school, Javier Hernandez-Lichtl has been a strong advocate and leader of the Florida Sterling Council.

“The Florida Sterling Council is excited to have this level of talent and strength on our executive committee,” said John Pieno, chairman of the Florida Sterling Council. “With their background and expertise, both John and Javier are an ideal fit to further the economic development and organizational excellence in Florida.”



John Medina holds a Bachelor’s degree from Florida State University in International Business and an MBA from the University of Florida. He worked as a senior executive with First Union/Wachovia Bank for 18 years in Florida and Charlotte, NC. In his role as the Community Banking Executive for Florida, Georgia, and the Mid-Atlantic, John was in an excellent position to lead both the development and deployment of strategic planning for a world-class organization.

John left banking in 2005 to establish Greenways of America, a regional landscaping and irrigation company serving Florida, South Georgia, and Alabama. Greenways of

America was recognized as the Small Business of the Year in 2008 by the Greater Tallahassee Chamber of Commerce. John holds a number of industry-related certifications including Certified Horticultural Professional, Private Restricted Use Pesticide Applicator, Certified Landscape Technician, and Certified Commercial Landscaper. He also serves on the Board of Directors for the Florida Chamber of Commerce. John is married to his college sweetheart, has three wonderful children, and is active with his Church and community.



Javier Hernandez-Lichtl serves as CEO of West Kendall Baptist Hospital in Miami. His first-hand experience with the Sterling process, leadership within the healthcare sector, and positive relationship with staff, examiners, and judges makes him the ideal person to serve as president-elect. In his previous role as CEO of South Miami Hospital, he led the hospital to receive a coveted 2010 Governor's Sterling Award. His term runs until he begins his tenure as Board President in October 2011.

Scheduled to open in the spring of 2011, West Kendall Baptist Hospital will be a teaching hospital with surgical, emergency, maternity and diagnostic units. The hospital represents the first completely new, non-replacement hospital built in Miami in more than 35 years. Through a formal academic affiliation with the Florida International University's Herbert Wertheim College of Medicine, West Kendall Baptist Hospital will be home to an accredited family practice residency program and is being built to withstand a Category 5 hurricane with winds of 180 mph. The building will be self-sustainable for a minimum of five days following a severe weather event. The hospital is incorporating Leadership in Energy and Environmental Design standards in construction for environmental responsibility and sustainability.

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Established in 1992, the Florida Sterling Council is a public/private not-for-profit corporation supported by the Executive Office of the Governor. Sterling's Annual Conference is exclusively designed to teach participants how to elevate performance and increase productivity. Nearly 1,000 executives and professionals gather at this event for a one-stop source for education, information and inspiration. The conference concludes with the recognition of best practices, the Team Showcase Champion and the presentation of the Governor's Sterling Awards. The Governor's Sterling Award process is comprehensive and rigorous, and is the highest award an organization can receive for performance excellence in Florida. The seven categories of the Sterling Criteria are Leadership; Strategic Planning; Customer and Market Focus; Measurement, Analysis, and Knowledge Management; Workforce Focus; Process Management; and Results. The Sterling Criteria are based on the Malcolm Baldrige Criteria, which are nationally recognized as the world-class standard for organizational excellence. For more information on the Florida Sterling Council, contact Chairman John Pieno at (850) 922-5316. For other information, visit the website at www.floridasterling.com.