



Education Session
Saturday, October 28, 2017
Sarasota Fairgrounds
Ken Clark Auditorium

**Nifty and Novel Ways to Get
from Here to There**
11:30 a.m. – 12:15 p.m.

Lively and informative overview about area transportation options. Panelists will share their insights and expertise. An opportunity to get your mobility questions answered by top-notch professionals!

MODERATOR:

Dave Hutchinson

Executive Director

Sarasota/Manatee Metropolitan Planning Organization

PANELISTS:

Kendra Keiderling

Marketing and Customer Outreach Manager

Sarasota County Area Transit

Arthur Lerman

Executive Director

iTN SunCoast

Stephanie Smith

Senior Public Policy Manager

Uber Technologies

About the Speakers



Dave Hutchinson – dave@mympo.org

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David L. Hutchinson serves as Executive Director of the Sarasota/Manatee Metropolitan Planning Organization (MPO). His multidisciplinary generalist / transportation specialist background spans more than 30 years and combines planning, policy, and public affairs. Dave approaches regional transportation planning in terms of relationships to land use, community and economic development, environmental issues, safety, security, infrastructure interdependencies, and sustainability/livability.



Kendra Keiderling – kkeiderl@scgov.net

www.scgov.net/government/departments/scat-bus-service

Kendra Keiderling originally is from New Jersey. She has lived in Sarasota for the past 17 years. Kendra worked for American Express in New York City and Phoenix, Arizona, specializing in Sales and Marketing for 18 years. She traveled extensively and worked with many Fortune 500 companies. Kendra then published a community phone guide in Bradenton for five years. Currently, Kendra works for Sarasota County Area Transit as the Marketing and Customer Outreach Manager. On a personal note, she has two teenage boys and enjoys all outdoor activities, especially boating.



Arthur Lerman – arthur.lerman@itnsuncoast.org

[@iTNSunCoast](https://www.itnsuncoast.org)

www.itnsuncoast.org

Arthur Lerman is the Executive Director of iTN SunCoast, a position he has held since 2014. He has over twenty-five years of experience in providing services to seniors, having managed assisted living facilities, nursing homes, and a home health agency. He has also been a consultant to states across the country in the design of their behavioral health and long-term care programs. Arthur served two terms in the Maine House of Representatives and has been on the Sarasota County Seniors Advisory Council and the Board of Directors of the Area Agency on Aging of Southwest Florida.



Stephanie Smith – smiths@uber.com

www.uber.com

Stephanie Smith is currently the Senior Manager of Florida Public Policy at Uber. Prior to joining Uber, she was the Public Affairs Director for AT&T Florida & Georgia. For several years, she served as Executive Deputy Chief of Staff and Director of External Affairs for Governor Charlie Crist. Prior to joining the Governor's staff, Stephanie served as the Public Affairs Coordinator at WRS Infrastructure and Environment, Inc. in Tampa, Florida. Her government experience also includes employment as a Special Events Coordinator for Governor Jeb Bush and a Business Development Liaison in the Office of Tourism, Trade, and Economic Development.