



## **Keynote Speaker - Monday, Sep. 8**

Detective Daniel "DJ" Seals (Ret.) will speak on his vast law enforcement career and the successful failures he had along his journey. Through his many roles in his life, DJ Seals has learned valuable lessons that he is eager to share with us at the 35<sup>th</sup> Annual IACA / FCIAA Conference, calling it his "Top Ten Reasons Failure is not an Option...or Maybe It Is!" From Criminal Investigations Detective to SWAT Point Man to his time in the Intelligence Unit, DJ has learned that failure is not always a bad thing. What's important is that we do not make

the same mistakes twice.

Seals began his law enforcement career with the Covington Police Department in Covington, Ga., a suburb of Metro Atlanta. In less than two years, he was promoted to the Criminal Investigations Division where he was in charge of investigating major felonies to include Murder, Rape, Armed Robbery, Child Pornography, Copper Theft, Identity Theft and Embezzlement in the millions of dollars. Many of his cases have led to other states and foreign countries where he worked with various state and federal law enforcement agencies to apprehend the suspects. Detective Seals has amassed nearly 2000 hours of POST training and is a master of interview/interrogation techniques, a certified Computer Voice Stress Examiner, and a certified Crime Scene Tech as well as serving as point man/entry leader on the Newton County/Covington SWAT team for nearly 10 years.

In 2009, he was tasked to create an Intelligence Division and to direct the entire department toward the Intelligence Led Policing Model of law enforcement. Detective Seals became a graduate of the Alpha Group, set up a secure intelligence database using, among other tools. Since the inception of that unit, he has received hundreds of training hours with regard to Intelligence, including Intelligence Analysis, Criminal Investigative Analysis, Intelligence Gathering, Terrorism, Security and Integrity, Human Trafficking and Gang Investigations. His intelligence division became a model in the State of Georgia, with agencies from within Georgia, as well as from neighboring states, coming to him for direction for their department. In 2010, Detective Seals was appointed to the Georgia Crime Information Center board as the only Intelligence Officer to ever do so.

Detective Seals has trained over 2000 law enforcement officers in nearly all 50 US states and 8 countries. Seals has taught classes on, Gang Investigations, Intelligence Sharing, Social Media Investigations, Child Pornography/Human Trafficking, Intelligence-Led Policing and Predictive Technologies. He has trained on various topics such as Intelligence Led Policing, Social Media Investigations, and Predictive Policing methodologies. He has been invited to speak at numerous events such as The Georgia State Intelligence Network, the International Association of Crime Analysts, the Florida Crimes and intelligence Analysts, the FBI National Academy Continuing Education Division, International Association of Chiefs of Police, the 19th Annual Violent Gang Information Sharing Conference in New York, NASA Langley, the Pentagon, the Canadian Association of Chiefs of Police, the Association of Caribbean Commissioners of Police, and the National Organization of Black Law Enforcement Executives.



## **General Session 1 - Monday, Sep. 8**

Representative Mike Giallombardo and Undersheriff Lee Massie will present on the value of an analyst within multiple realms of law enforcement, the private sector, and the military. The presentation will discuss how Representative Giallombardo and Undersheriff Massie have used analysts in different capacities during their

careers and how their involvement in things from military intelligence to state fusion centers have proven invaluable.

Mike Giallombardo is a seasoned leader with a diverse background spanning military service, business leadership, and public office. He is a Chief Warrant Officer 3 (CW3) in the U.S. Army with over 17 years of service, specializing in Human Intelligence and having served in combat during Operation Iraqi Freedom. In the private sector, Mike is the CEO of IRIS Tech Inc., a SaaS platform transforming how law enforcement agencies manage intelligence and operations, and leads Total Intelligence Group, a cybersecurity and intelligence consulting firm. Mike also serves as a State Representative in the Florida House, representing District 79, which includes most of Cape Coral. He has been instrumental in advancing cybersecurity policy, supporting law enforcement innovation, and promoting technology modernization across state and local government. As Chair of the Industries and Professional Activities Subcommittee under the Commerce Committee, he has championed legislation to enhance digital infrastructure and streamline regulatory processes to benefit both the public and private sectors.

Lee Massie has served in Law Enforcement in the Central Florida area for 41 years. He started his career with the Winter Garden Police Department in 1984 where he served until May of 1986. From there he was hired by the Orange County Sheriff's Office where he had the opportunity to work in numerous assignments to include Patrol, Undercover Narcotics, Metropolitan Bureau of Investigations, School Resource, Tactical Patrol and the Intelligence Unit. Lee was also selected to serve as an Interim Police Chief for the Town of Windermere. During his time in Intel and as a result of the tragic events of 9-11 Lee was part of a team that was tasked with the creation of the Central Florida Intelligence Exchange, which was the first regional fusion center in the State.

Lee finished his career with the Orange County S.O. as a Captain, serving as Sector Commander for patrol on the east side of Orange County. In October of 2012, after almost 27 years of service, Lee retired from the Orange County Sheriff's Office and immediately accepted the position of Chief of Police for the Kissimmee Police Dept. where he served for 4 years. In 2016 Lee left Kissimmee and was hired as the Managing Director for Valencia College's Criminal Justice Academy. In 2019 Lee was offered the position of Special Agent in Charge for the Orlando Region with the Florida Department of Law Enforcement, where he oversaw the responsibilities for FDLE covering a nine-county region. In 2023 Lee was promoted to Assistant Commissioner overseeing the Orlando, Tampa, Ft. Meyers and Miami

Regional Operation Centers. Currently, Lee is serving as the Undersheriff of the Osceola County Sheriff's Office.

Lee has a Bachelor's Degree in Criminal Justice and is a graduate of the Southern Police Institute's Command Officer Development Course and the Senior Management Institutes of Policing through the Police Executive Research Forum. Lee has been married to his wife Kim for 27 years and is the proud father of two daughters.



### **General Session 2 – Monday, Sep. 8**

Cleyton Bray will present on his specialty "Private Sector Integration into the Intelligence Community and Fusion Center Network". The presentation will discuss a world leading private sector organization's security operations and examples of intelligence analysis and concerns. The presentation will offer thoughts on best practices and next steps to increase partnership and collaboration.

Cleyton Bray is assigned to Central Florida Intelligence Exchange (CFIX), through the Orange County Sheriff's Office, as a Senior Intelligence Specialist and Manages the Intelligence Unit for a world leading private organization. Cleyton's experience includes a decade in the Private Sector and nearly 20 years of sworn Law Enforcement experience; nearly all of it within Investigations, Tactical Operations, and Command leadership.

Cleyton's primary focus areas at CFIX include Private Sector Partnerships and Protective Intelligence (Counterintelligence). He created and leads numerous working groups that include Protective Intelligence Working Group, Private Sector Working Group, UAS/UAP Working Group, and Theme Park Intelligence Group. These groups bring industry leaders and subject matter experts in the CFIX Region, and around the country, together to focus on threats, concerns, and best practices. Working with his fellow CFIX Analysts, he supports the Intelligence Liaison Officer and Suspicious Activity Reporting programs. Cleyton is a member of the National Private Sector Engagement Committee, a subcommittee to the National Fusion Center Association. Lastly, he is an Adjunct, in Criminal Justice, for one of the largest Universities in the United States.



## **General Session – Thursday, Sep. 11**

Chief Goerke will present on the navigating one of the most complex and critical incidents of this career, the Pulse Nightclub Terror Attack. On June 12, 2016, at approximately 2:00 A.M., a self-radicalized Homegrown Violent Extremist (H.V.E.) entered the Pulse Night Club in Orlando, FL, and carried out a terror attack that killed 49 innocent victims. This presentation will provide an in-depth overview of the Pulse Nightclub terror attack. Details will be shared regarding the response, challenges faced, and operational decisions made during the incident, including victim extraction. Chief Goerke will also share lessons learned from the event to assist first responders in better preparation for critical incidents involving active shooters and mass casualty incidents.

Chief Goerke is a 25-year veteran in law enforcement and currently serves as the Chief of Police for the City of St. Cloud, Florida, overseeing a team of 220 sworn law enforcement officers and professional staff. Prior to his appointment, he worked for 21 years at the Orlando Police Department, where he gained comprehensive experience across nearly every division, holding command roles in the Patrol Division, Drug Enforcement Division, Airport Division, Professional Standards Division, Tactical Patrol Unit, the Metropolitan Bureau of Investigation, and the Intelligence Unit. As a senior executive, he served as Deputy Chief of Police and Director of Police Services for Orlando International Airport.

For 14 years, he proudly served as a distinguished member of both the Orlando Police Honor Guard and the Orlando SWAT Team. One of his collateral responsibilities on the SWAT team was to serve as a Tactical Paramedic. Leveraging the extensive skills and knowledge accumulated over his career, he has had the privilege to speak at numerous law enforcement and emergency management conferences across the country, sharing critical insights and best practices with professionals nationwide on complex multi-jurisdictional investigations and critical incident response.

Chief Goerke is a Task Force Officer with the Department of Homeland Security. He holds a Master's Degree in Public Administration from Liberty University and is a graduate of the prestigious FBI National Academy, Session 277. In 2018, he was recognized by the Florida Police Chiefs Association as Outstanding Command Officer of the Year. His affiliations include membership in the FBI National Academy Associates, the Florida Police Chiefs Association, and the Central Florida Criminal Justice Association. He also serves as a board member and Past President of the Florida Chapter of the Gary Sinise Foundation, which supports military veterans, first responders, gold star families, and law enforcement survivors.

He attributes his achievements to the guidance of close friends and mentors, and above all, to the unwavering support of his wife, Jane, and daughter, Lauren, whose encouragement has empowered him to serve his community with pride, honor, and dedication.