

DATE: 01/21/09

TO: City Clerk

FROM: Representative Steve Ortega

ADDRESS 2 Civic Center Plaza, El Paso, TX 79901 TELEPHONE 915-541-4124

Please place the following item on the (Check one): CONSENT X REGULAR \_\_\_\_\_

Agenda for the Council Meeting of January 27, 2009

Item should read as follows: Appointment of Ralph Adame to the Airport Board by Representative Steve Ortega, District 7.

SPECIAL INSTRUCTIONS: Mr. Adame will be serving an unexpired term.

**BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM**

NAME OF BOARD/COMMITTEE/COMMISSION: Airport Board

NOMINATED BY: Representative Steve Ortega DISTRICT: 7

NAME OF APPOINTEE Ralph Adame  
(Please verify correct spelling of name)

BUSINESS ADDRESS: \_\_\_\_\_

CITY: El Paso ST: TX ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

CITY: El Paso ST: TX ZIP: 79922 PHONE: \_\_\_\_\_

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Annabell Perez

EXPIRATION DATE OF INCUMBENT: 09/01/2009

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: \_\_\_\_\_

RESIGNED X

REMOVED \_\_\_\_\_

DATE OF APPOINTMENT: 01/27/2009

EXPIRATION DATE OF NEW APPOINTEE: 09/01/2009

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: \_\_\_\_\_

2<sup>nd</sup> TERM: \_\_\_\_\_

UNEXPIRED TERM: X

# RALPH ADAME

## PERSONAL OVERVIEW

- Energetic and hard working bilingual, Hispanic executive
- Self starter and highly motivated to succeed & results driven
- Proven ability to lead teams who is innovative & solutions oriented with expertise in account development
- Highly developed persuasive personal communication skills
- Qualified with over 36 years of proven success in ownership/management of retail, direct and outsourcing sales/solutions in the United States and Mexico
- Always maintain high professional standards and integrity

## RELEVANT SKILLS & ABILITIES

### Sales & Managerial Strengths

- Knowledge of sales and marketing environments in the business community.
- Proven success in management of complex sales involving detailed planning with all levels of management, employees and clients.
- Ability to work, manage, & influence at all levels across multiple organizations.
- Cooperative leader and team member under multiple organizational structures.
- Consistent embracer and strong adapter of and for change.

### Communication & Interpersonal Skills

- Supervised staff; consistently maintain a positive work environment
- Communicate well with a wide variety of people
- Enjoy assisting clients and sales representatives with their concerns
- Experienced public speaker
- Proficient at facilitation skills and seeking solutions for customer and staff problems

## EDUCATION

B.B.A. Computer Science/Marketing Option  
The University of Texas at El Paso

## EMPLOYMENT HISTORY & ACCOMPLISHMENTS

RAL, Investments LLC 2/08 to Present  
President & Treasurer

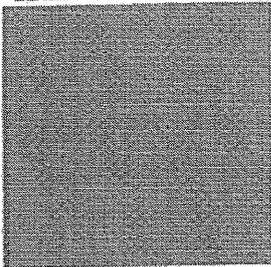
Mexus Group, L.P. 3/07 to Present  
President, CEO & General Partner

Mexus Group, Mexus Communications Management 3/07 to Present  
President, CEO & General Partner

DTSI, Director for Business Development 2001 to 12/06

- Promoted to position when DTSI acquired Rio Grande Computer land
- Responsible for maintaining existing market share & generating incremental growth from current customer base
- Develop & execute market strategy to gain new market share within Federal space.

Accomplishment: Have grown revenue by 2X in existing customer base.

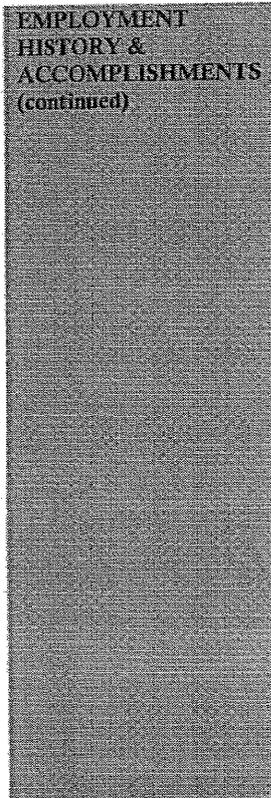


**Rio Grande Computer land, Executive Vice President** 1995 to 2001

- Responsible for developing & executing corporate sales & marketing strategy
- Charged with conducting evaluation & assessment to reach revenue metrics
- Tasked with creating cost effective compensation plans for both sales executives & individual sales metrics

**Federal Systems Group/ d.b.a. FSG, President** 1993 to Present

- Responsible for operational units, Corporate P & I, recruiting, staffing, sales & marketing departments



**EMPLOYMENT HISTORY & ACCOMPLISHMENTS (continued)**

**Compatible Micro Solutions, Executive Vice President** 1991 to 1993

- Responsible for sales of IT products & services to federal, state & local government entities & private sector in the El Paso/Las Cruces region.
- Conducted all financial reporting for the area including corporate profit & loss statements for all sales & marketing activities, including staffing & overhead.

**Accomplishment:** Was instrumental in leading company efforts to penetrate Ft. Bliss market and awarding of a Tier III task order for service & support of all PC's at the installation.

**Apple Computer, Inc., Reseller Account Executive** 1985 to 1991

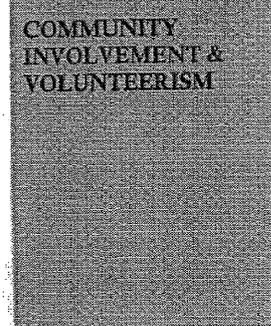
- Responsible for direct sales, marketing & supervision of Apple sales in the region
- Implemented marketing programs & service functions to Apple Resellers at principal & storefront levels
- Introduced minority Reseller tactics for broadening customer base to include accounts outside assigned geographic region while maximizing Reseller revenue for established accounts

**Accomplishments:** Promoted after reaching Apple Computer's elite Golden Apple status with a yearly performance reaching 150% of assigned goal. Earned Apple's Reseller Rep for Western Operation & led the Phoenix District to the #1 ranking for all Apple U.S.A. in 1988.

**Computer Technology Associates, Store Manager** 1980 to 1985

- Responsible for the development, execution & administration of a marketing plan to reverse negative sales & profit spiral.
- Created & managed the highly successful Mexican market by promoting & fostering relations with Mexican business & education sectors.

**Accomplishments:** Achieved record sales growth of 6X & elevated store to #1 ranking in profitability for 2 years. Developed store into the premier Education Leader with a 90% market share by focusing on untapped education market.



**COMMUNITY INVOLVEMENT & VOLUNTEERISM**

Committed to giving back to community which improves the quality of life for all citizens. Have been involved in efforts for over 40 years. Highlights include:

- Greater El Paso Chamber of Commerce Executive Committee member, Board of Directors 1993 to present
- Hispanic Chamber of Commerce 1995 to present
- Paso Del Norte Group Founding member 2004 to present
- El Paso Community College Foundation Vice Chair 2004 to present
- Ysleta Independent School District Foundation 2003 to present

**RALPH ADAME**

Founding member, current President  
EPISD Foundation Founding Board Member  
Boys & Girls Club of El Paso, former Board President  
United Way of El Paso Allocation Chair  
Camino Real Regional Mobility Authority, Vice Chair  
El Paso Public Utility Commission, Chair  
El Paso Cable Commission  
El Paso Airport Board  
El Paso County Risk Pool  
El Paso County Civil Service Commission  
Rotary Club of El Paso

2001 to 2005  
2005 to Present  
2002 to 2005  
2007 to Present  
1998-2002  
2000-2004  
2002-2004  
2002-2004  
2004 - Present  
1988 - Present

**ADDITIONAL SKILLS**

Fully bilingual  
Highly established Computer skills and Networking

**PERSONAL INTERESTS**

Upland bird Hunting,, reading, Hispanic Art collector, Serious Wine Collector/Drinker