

# RESOLUTION

**WHEREAS**, by Resolution of March 13, 2007, the City Council of the City of El Paso created the Camino Real Regional Mobility Authority (CRRMA) and named its initial Board;

**WHEREAS**, in accordance with Section 370.251 of the Texas Transportation Code and the City of El Paso's Petition and Request for Authorization to Form the Camino Real Regional Mobility Authority, as approved by the Texas Transportation Commission, the terms for CRRMA Board Positions 1, 3 and 5 are set to expire on February 1, 2008;

**WHEREAS**, in an effort to insure the continuity of the CRRMA through the avoidance of any vacancies in City-appointed positions of the CRRMA Board, the City Council desires to make appointments to such positions to become effective on February 1, 2008;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:**

That the City of El Paso hereby appoints the following board members to the Camino Real Regional Mobility Authority Board for the positions identified below, each of which shall take effect on February 1, 2008:

1. \_\_\_\_\_ for Position 1, whose term will expire on February 1, 2010;
2. \_\_\_\_\_ for Position 3, whose term will expire on February 1, 2010; and
3. \_\_\_\_\_ for Position 5, whose term will expire on February 1, 2010.

**APPROVED THIS 29<sup>TH</sup> DAY OF JANUARY 2008.**

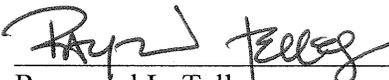
**THE CITY OF EL PASO**

\_\_\_\_\_  
John F. Cook, Mayor

**ATTEST:**

\_\_\_\_\_  
Richarda Duffy Momsen  
City Clerk

**APPROVED AS TO FORM:**

  
\_\_\_\_\_  
Raymond L. Telles  
Assistant City Attorney

CITY CLERK DEPT.  
08 JAN 24 AM 11:45

David Marcus is often recognized as the first person to take groundbreaking steps in bringing high profile personalities to El Paso for non-profit fundraising events. But he is also known for his tremendous community involvement, support to local non-profit organizations and his efforts to promote understanding and build relationships between the various religious and ethnic groups in our community. Marcus has been honored by many state and national organizations for his generous spirit. He was profiled in *Philanthropy in Texas* magazine as a "Big Thinker"; received the Public Service Award from the *American Institute of Certified Public Accountants* and the Distinguished Public Service Award from the *Texas Society of Certified Public Accountants* for his efforts. Among local recognitions, Marcus was named as "Humanitarian of the Year" by the *Italian-American Cultural Society*, was named "Citizen of the Year" by the *March of Dimes*, received the Humanitarian Award from the *Black El Paso Democrats*, the Bravo Award from the *League of Women Voters*, and was awarded the *City of El Paso Mayor's Excellence Award by Mayor Carlos M. Ramirez*.

He is also credited with assuring that the future El Paso Holocaust Museum would be built in downtown El Paso, following a devastating fire at its old location. In the fall of 2001, he single handedly convinced the board of directors of the importance of locating the museum in the downtown area, against strong opposition. Though a new museum has yet to be built, it's generally conceded that, without his efforts, the museum would have been rebuilt in a location close to its original building on the Westside of El Paso and missed the opportunity to relocate to the museum district in the heart of the city.

Mr Marcus was the key organizer responsible for organizing fund raising events for various El Paso Non Profit organizations and together with his wife, Jeryl Marcus, organized the following events by bringing these noted world leaders and personalities to El Paso:

**El Paso Counts:**

Salman Rushdie, November, 2006

**Hospice El Paso:**

20<sup>th</sup> Anniversary celebration of Celebrity Waiters featuring Goldie Hawn, November, 2004

**El Paso Holocaust Museum and Study Center:**

New York Governor Mario Cuomo, 1996

General Colin L. Powell, USA (ret.), 1997

President Mikhail Gorbachev, Former Soviet Union, 1998

Christopher Reeve, 1999

General H. Norman Schwarzkopf, USA (ret.), 2000

President William J. Clinton, 2001

New York Mayor Rudolph Giuliani, 2002

**Martin Luther King, Jr. Committee:**

1998 Commemoration Featuring Mr. Morris Dees as keynote speaker

**The YWCA of El Paso and El Paso Holocaust Museum:**

Co-chaired and produced September 11, 2002 Commemorative featuring civil rights attorney Morris Dees, of the Southern Poverty Law Center

**Temple Mt. Sinai 100<sup>th</sup> Anniversary Celebration:**

Chaired 1998 Commemoration featuring Dr. Henry Kissinger

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David Marcus Resume continued

**His Current Associations include:**

Board Member of United Way of El Paso  
Board Member and Past President, **Hospice of El Paso**  
Chairperson, Tourism/Quality of Life Cabinet, **El Paso Lyceum, City of El Paso**  
Treasurer and Member of the Board of Directors, **Groundwork El Paso**, El Paso  
Member of the Board of Directors, **Insights Science Center**, El Paso  
Member of the Board of Trustees of **The Union of Reform Judaism**, (the national governing body of Reform Jewish Synagogues in the United States)

**His Past Associations and accomplishments:**

Member of the Board of Directors, **Amigo Airsho**, El Paso  
Chairperson, **Center for Community Programs**, Dallas, Texas  
State board member, **Texas Coalition for Holocaust Education**  
Member, El Paso Chamber of Commerce – **25<sup>th</sup> Silver Anniversary Leadership El Paso Class**  
Past President and board member, **The El Paso Holocaust Museum and Study Center**  
**Temple Mt. Sinai Synagogue**, Member of Board of Trustees  
Board Member **Jewish Federation of El Paso**  
Board Member **Jewish Family and Children's Services**  
**City of El Paso, Union Plaza Task Force**  
**City of El Paso, Districting Commissioner**  
**City of El Paso Millennium Community Committee**  
**City of El Paso, Public Utility Regulation Board**  
**City of El Paso, International Bridge Commission**  
**City of El Paso, Multi-Use Arena Committee**  
Board Member and Treasurer **El Paso Public Library Association**  
Board Member **Big Brothers/Big Sisters of El Paso**  
**El Paso Chapter, Texas Society of CPA's, Taxpayer Education Committee**  
**El Paso Economic Summit, February, 1998 - Border Health Institute Task Force**  
**First Ladies Children's Summit, April 19 & 20, 1999**

Mr. Marcus is the Managing Partner of **Marcus, Fairall, Bristol + Co., L.L.P., A firm of Certified Public Accountants**, and his area of expertise is "forensic Accounting/Auditing".

He was born in El Paso, Texas and is married to Jeryl Z. Marcus, who owns her own advertising and video production firm, "Impressions Advertising".

They have two children, Joseph Marcus, a senior at University of Texas at Austin, and Amanda Marcus, a freshman at the University of Texas at Austin.

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**Belen B. Robles, President & CEO, Belen Robles  
& Associates**

Belen B. Robles is the history making first woman president of the nation's oldest and largest Hispanic civil rights organization. Robles, an active member of LULAC for over 40 years has held several elected and appointed positions on both the local and national level. She has been recognized as an outstanding leader in helping Hispanic American obtain civil rights and social justice for themselves and their families. Throughout her four decades of community involvement, Ms. Robles has played an active role in ensuring that the culture, history and economic conditions of her constituents are not overlooked in the corridors of power. As Immediate Past National President, she is a member of the LULAC National Board and the LULAC National Executive Committee.

**Career History** 1999 to Present as President and CEO of Belen Robles and Associates, a consulting firm that offers major corporations, industries and government agencies consultation services on Hispanic issues, public relations, image-enhancement marketing, and diversity training.

Forty-one years of hands on, in-depth experience in the Immigration and Naturalization Service and U. S. Customs Service. For sixteen years she was a Senior Customs Officer of a U. S. Customs District that included New Mexico and West Texas and was responsible for the procurement, contracts, equipment, personnel and administration of a budget of over \$45 million dollars annually. The various management positions she held with U. S. Customs Service included, Chief Inspector for Cargo Operations, Assistant Deputy District Director for Inspection and Control, Chief Inspector, Bridge of the Americas, and El Paso International Airport and Foreign Trade Zone Supervisor.

**Education** Graduated from Bowie High School  
1971-1994 On-going training on law, law enforcement techniques, Specialized Enforcement Techniques, courses  
1978-1994 two and four week annual training on Management, Enforcement Techniques, Human Resources, Budget, Labor-Management, EEO

**Family** husband; children,

**Languages** Fluent in English and Spanish

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**Community  
Involvement**

President, International Hispanic Cultural Institute, Inc.  
Chair, LULAC National Education Service Centers  
(LNESEC)  
Chair, Paso al Norte Immigration Museum Board  
Chair, National SER Jobs for Progress  
Member of the Board, Hispano-American Biomedical  
Association, Inc.  
Member of Advisory Board, Wells Fargo Bank  
Member of the Board, Rainbow-Push Coalition  
Director, El Paso Hispanic Chamber of Commerce  
Member of the Board, National Border Leadership Institute  
Member of the Board, National Association for Corporate  
Responsibility  
Member of the Board, National Hispanic Leadership  
Agenda  
Member of the Board, Mexico-America Bi-National  
Solidarity Foundation  
Representative, International Summit of the Americas,  
Miami, Florida  
Representative, Women's Global Summit, London,  
England  
Member, Israel Orientation Tour for U.S. Women Leaders  
Honorary Member, Rotary International  
Presenter, President's Commission on Women in American  
History  
Guest, White House State Dinner for the President of  
Mexico

**Federal  
Involvement**

Member, Commission for Better U.S.-Mexico Relations  
Advisor, Cabinet-level Hearings on Mexican American  
Affairs  
Panel Member, INS/Border Patrol Merger  
Co-Chair, National EEO Conference  
Chair, National Advisory Committee to INS Commissioner  
Member, Decennial Census Advisory Committee to the  
Secretary of Commerce

**Awards and  
Accomplishments**

- Inducted in to the El Paso Women Hall of Fame (2004)
- El Paso "Hispanos Truinfadors" Award (2003)

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- National Hispana Leaderdership Panelist for, "A Latina Celebration" (2003)
- U.S. Hispanic Leadership Institute National Hero Award (2000)
- Hispanic Magazine Leadership for Community Service (1997)
- Governor of Puerto Rico, Governor's Service Award (1996)
- El Paso Greater Chamber of Commerce, Community Leader Award (1996)
- El Paso Association of Jewish Women 's Women in Leadership Award (1996)
- Mayor of El Paso, Conquistador Award (1995)
- Who's Who in the World of Women (1995)
- Inducted in to the National LULAC Women's Hall of Fame (1992)
- U. S. Customs Outstanding Performance Award (1990)
- U. S. Customs Commissioner's Unit Citation (1989)
- Outstanding Women in Federal Service Award (1986)
- U. S. Customs Commissioner's Unit Citation (1986)
- Chamizal Medallion presented by President Lyndon B. Johnson (1968)
- Received numerous plaques and other momentous in recognition by mayors, and other elected officials for outstanding service rendered to their constituents during the LULAC National Presidency

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**WAYNE WINDLE**

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**EDUCATION**

- 1955 Graduated from Texarkana, Texas High School
- 1958 Bachelor of Business Administration Degree from the University of Texas at Austin
- 1691 Law Degree from the University of Texas Law School

**PRIOR AFFILIATIONS WITH THE CITY OF EL PASO**

- 1975 to 1976 Served as Chairman of the Zoning Board of Adjustment
- 1976 to 1977 Served as general counsel to the City of El Paso on all matters involving utility regulations

**PRIOR ELECTED OFFICES**

Texas State Board of Education in 1978, 1980, 1982, and 1984

**ENGAGED IN PRIVATE PRACTICE OF LAW**

El Paso from 1961 to the present; Shareholder in the law firm of Scott, Hulse, Marshall, Feuille, Finger and Thurmond, P.C.

**TRIED OR ARGUED CASES BEFORE THE FOLLOWING STATE COURTS**

County and District Courts of El Paso, Hudspeth, and Culberson Counties; The El Paso Court of Appeals, and the Texas Supreme Court

**TRIED OR ARGUED CASES BEFORE THE FOLLOWING FEDERAL COURTS**

US Supreme Court (1965); Fifth Circuit US Court of Appeals; US Tax Court (1969); US District Court, Western District of Texas (1962); and, US District Court Southern District of California (1973)

**PROFESSIONAL AFFILIATIONS**

Past President of Texas Board of Trial Advocates (1966-1997); Past President of El Paso Bar Association (1992-1992); Past President of Texas Board of Trial Advocates; Past President of El Paso Trial Lawyers Association; Past President of Young Lawyers Association; Director American Board of Trial Advocates (1988-to present).

**INSTRUCTOR FOR MASTERS IN TRIAL SEMINARS FOR AMERICAN BOARD OF TRIAL ADVOCATES**

Gave final argument for defense in Santa Fe, New Mexico 1996, in Hot Springs, Arkansas 1997, in Dallas, Texas 1997, and in El Paso, Texas 1998.

## SCOTT A. MCLAUGHLIN

### PROFESSIONAL PROFILE

- Senior Level Manager with more than 19 years experience in the transportation industry.
- Responsible for directing and overseeing all company functions including, sales, accounting, operations, human resources, safety, marketing, maintenance and recruiting.
- Results oriented achiever with strong interpersonal skills and excellent track record for identifying opportunities for sustained profitable growth.

### PROFESSIONAL EXPERIENCE

**President, Stagecoach Cartage & Distribution, LP, El Paso, Texas, 1988 - Present**

**1988-1991 - Sales Manager, 1991- 1994 - Vice President, 1994 to Present - President**

- Developed, implemented and directed company functions and processes to grow annual revenue from 4 million in FY 1988 to 34 Million FY 2006.
- Directed the selection, implementation and customization of company software platforms as well as oversee all company IT functions.
- Oversee purchasing and utilization for over 200 power units and 300 trailers.
- Oversee and direct strategic planning.
- Direct the management of over 300 company employees in four corporate locations.
- Responsible for management of major accounts.
- Select and oversee purchasing of all company facilities and real estate.

**Account Manager, J.B. Hunt Transport, Lowell Arkansas, 1987-1988**

- Completed management training program that covered all phases of company operations, including operations, sales, finance, safety, claims and maintenance.
- Accepted a corporate account manager position to oversee the logistics and load matching for all inbound tractors into Ohio and West Virginia.

### EDUCATION

- *Bachelor of Arts In Marketing*, Texas A&M University, College Station, Texas 1987
  - Member of Corp of Cadets, Ross Volunteers, various clubs and organizations
- *Master of Business Administration*, University of Texas at El Paso, El Paso, Texas 1995

### Professional Certifications:

- Licensed U.S. Customs Broker, License 15612, El Paso, Texas 1997
- U.S. Army Airborne School Graduate, Fort Benning, Georgia, 1984

### CIVIC

- Chase Bank Advisory Board
- Young Presidents Organization - Chapter Chair
- Paso Del Norte Group
- Texas A&M Club - El Paso
- Lector - Immaculate Conception Church - 1998-2000

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**Keith A. Mahar**

**Work Experience**

**Managing Partner - EP Promotions**

2006- Present El Paso, TX

- Produce the Legacies of Legends Boxing event, which was televised on both Azteca America and HBO
- Produce all boxing events for Julio Cesar Chavez, Jr. nationwide in 2007

**Owner - Blu, Six Tapas & Bar, Bar 26, The Garage Tequila Bar, Downtown Sports Bar & Grill**

2003-Present El Paso, TX

- Open and maintain several bars and restaurants in El Paso
- Employ and manage over 150 employees
- Produce and promote music events
- Host and cater business receptions and dinners

**Publisher - El Paso Media Group**

2003-Present El Paso, TX

- Manage editorial and sales staff of 15
- Provide financial support and forecasting for group investments
- Employ team of freelance writers and photographers

**Consultant - Direct General**

2004-2005 Memphis, TX

- Provide insurance business insight and advice to Unico's new parent company
- Maintain full travel schedule to do on-site consulting work and training

**Owner & President - Unico California**

2004-2005 San Diego, CA

- Own and manage four retail insurance stores in San Diego County
- Grew and sold store to a publicly traded company after 2 years

**Territory Manager - Unistar Auto Insurance**

1998-2004 TX, FLA, CA

- Manage over 250 retail locations in three states
- Obtain California retail locations as part of a buyout
- Oversee the sale of Unistar to Direct General

**Owner and President - Lone Star Insurance**

1996-1998 El Paso, TX

- Start the agency with one store and grew it into four retail locations
- Oversee the sale of the agency to a publicly traded company

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- Grow agency into \$8 million in annual sales in three years

**General Sales Manager - Fred Loya Insurance**

1984-1996

TX

- Grow company from one store to 47 retail locations in seven cities in Texas
- Oversee and manage all 47 stores

**Public Service**

Director - El Paso Magazine Fund for the Arts

Member - Sunturian

Board Member - Boys and Girls Clubs

Board Member - Central Business Association

**Professional References**

Attorney

, GP Graham Capital Group

METI Corp.

, CFO Petro

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# MARISA BARRIO

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## Professional Experience:

- **Law Offices of Scherr & Legate, PLLC**  
Human Resources Manager Jan. 2007 - Present  

In charge of all law firm staff, generating and implementing office rules and regulations. Organize all office functions and events. Administrate all company insurance including professional liability, major medical and workers' compensation insurance.
- **National Hispanic Institute**  
Project Administrator May 2005 - Present  

Work with The Young Leaders Conference (YLC) Group which allows high school freshmen the opportunity to test and improve their written and verbal communication skills through organized discussions in a debate forum about issues that impact today's Latino community domestically and globally.
- **Pack N Ship**  
Owner May 2001 - Oct. 2004  

Packing, mailing and shipping services domestically and internationally.
- **Law Offices of Scherr, Legate & Ehrlich**  
Office Manager Sept. 1986 - April 2001

## Education:

- The University of Texas at El Paso  
Class of 1986 Bachelor of Arts in Political Science
- Loretto Academy  
Class of 1981

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**Marisa Barrio**

**Community Service:**

- Adelante Con Ganas  
Grassroots campaign for voter awareness/registration in El Paso County
- Eliot Shapleigh for Texas Senate Campaign  
Member of Shapleigh Leadership Academy actively working on campaign
- Somos El Paso Coalition  
Citizens working in favor of the El Paso Downtown Revitalization Plan
  
- Fluent in both oral and written Spanish

References available upon request

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# RAFAEL 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, 1980

## EMPLOYMENT HISTORY & ACCOMPLISHMENTS

### **DTSI, Director for Business Development** **2001 to present**

- Promoted to position when DTSI acquired Rio Grande Computerland
- 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 Computerland, 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 1995**

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

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**EMPLOYMENT HISTORY & ACCOMPLISHMENTS (continued)**

**CITY CLERK DEPT**  
**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/Dallas/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.

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

- Greater El Paso Chamber of Commerce 1993 to present  
Executive Committee member, Board of Directors
- Hispanic Chamber of Commerce 1995 to present  
Committee Chair, Board of Directors
- Paso Del Norte Group 2004 to present  
Founding member
- El Paso Community College Foundation 2004 to present  
Vice Chair
- Ysleta Independet School District Foundation 2003 to present  
Founding member, current President
- Boys & Girls Club of El Paso, former Board President
- United Way of El Paso Allocation Chair

**COMMUNITY INVOLVEMENT & VOLUNTEERISM**

**ADDITIONAL SKILLS**

Fully bilingual  
Highly established computer skills

**PERSONAL INTERESTS**

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DTSI, Director for Business Development	2001 to present
Rio Grande Computerland, Executive Vice President	1995 to 2001
Federal Systems Group/ d.b.a. FSG, President	1993 to 1995
Compatible Micro Solutions, Executive Vice President	1991 to 1993
Apple Computer, Inc., Reseller Account Executive	1985 to 1991
Computer Technology Associates, Store Manager	1980 to 1985

For details about positions and accomplishments, see attached resume.

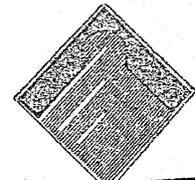
Greater El Paso Chamber of Commerce Executive Committee member, Board of Directors	1995 to present
Hispanic Chamber of Commerce Committee Chair, Board of Directors	1995 to present
Paso Del Norte Group Founding member	2004 to present
Regional Economic Development Corporation	2004 to present

City of El Paso Airport Board	Appointed by Rep. Cook
City of El Paso Cable Commission	Appointed by Rep. Sumrall
City of El Paso Public Utility Regulation Board/Chair	Appointed by Rep. Sumrall
County of El Paso Civil Service Commission	Appointed by County Judge Briones
County of El Paso Risk Pool Commission	Appointed by County Judge Briones

El Paso Community College Foundation, current Vice Chair  
Ysleta Independent School District Foundation, current Chair  
Boys & Girls Clubs of El Paso, Board of Directors, founding member of Foundation, current Chair  
Medical Center of the Americas, founding member, current Board of Directors  
El Paso Independent School District Foundation, founding member, served as President  
Rotary Club of El Paso, Board of Directors, Civic Committee Chair  
United Way Allocations Committee Chair  
American Cancer Society, Board of Directors  
El Paso Symphony Orchestra, Board of Directors  
Sun Bowl Team Luncheon Chair

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Monica Vargas  
Vice President, Ancillary Services



Sierra Providence  
Health Network

January 8, 2007

Mayor John F. Cook  
2 Civic Center Plaza  
El Paso, TX 79901-1196

Dear Mayor Cook:

I am pleased to submit this letter of interest to participate in the Camino Real Regional Mobility Authority Board. Thank you for giving me an opportunity to participate on this board that will strengthen our community and produce long-term benefits for the city of El Paso.

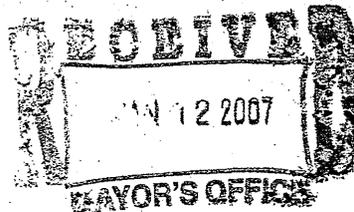
My experience, skills, and abilities include:

- 8 years of experience in the healthcare industry, 5 years as a Vice President;
- \$60 million operating budget;
- MSA in Healthcare Administration, BA Business Administration
- Experience working effectively in a dynamic, multi-tasking environment
- Member of the American College of Healthcare Executives (ACHE)
- Member of the National Association of Female Executives (NAFE)
- Member of Rotary Club of El Paso
- United Way of El Paso Board member
- Featured in May, 2004 issue of "Latina" magazine as part of "Mujeres on the Move" article

The enclosed resume provides more details on the above, as well as on other experience, skills, and abilities that I possess. If you have any questions, please contact me at

Sincerely,

Monica Vargas  
Vice President Ancillary Services, SPHN



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## Monica C. Vargas

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### EXPERIENCE

#### **Sierra Providence Health Network, El Paso, Texas**

*Vice President, Ancillary Services*

April 2004 – Present

- Manage operations and physician relations for two acute care facilities and one rehab facility for the following departments: Laboratory, Respiratory, Pharmacy, Eastside outpatient imaging & surgery center, Westside outpatient imaging center, 3 Sierra Teen Health Resource Centers, Border Children's Health Center and the PBX operators for all facilities.
- Scope includes \$60 million operating budget, 466 FTEs and 1 million outpatient visits
- Developed and executed TotalCare business plan approved by board; managed construction of new facility (\$13 million).
- Expanded children's services in spina bifida and mental health evaluation.
- Forged strong collaborative relationships with major clinical chairpersons and key members of the medical staff.

#### *Assistant Vice President, Diagnostic & Therapeutic Services*

September 2001 – April 2004

- Responsible for strategic and operational direction for the Breast Center. The scope will include a multidisciplinary approach to breast cancer diagnosis and treatment and will include patient advocacy.
- Oversee departmental operations and physician relations for the services of the Outpatient Diagnostic Center/Breast Center, Border Children's Health Center and two Sierra Teen Health Resource Centers.
- Prepare and monitor operating and capital budgets for the departments listed above. Evaluate operational efficiency.

#### **Presbyterian Hospital of Dallas, Dallas, Texas**

*Administrative Director, Women's Specialty and Psychiatry Services:*

October 1999 – August 2001

- Coordinate the planning and product development process for the Women's Specialty product lines. Anticipate marketplace changes and transition programs and services to move product lines toward peak performance. Develop new products and services to stimulate volume growth.
- Coordinate full implementation of new programs like Recurrent Pregnancy Loss Program, Endocrinology Laboratory, Donor Egg Program and Breast Health Program. Ensure operational systems are in place for program success.
- Oversee departmental operations and physician relations for the Women's Diagnostic & Breast Center, the ARTS program, Sleep Medicine Institute, Eating Disorders Program, Day Hospital, Inpatient and Outpatient Psychiatry Services. Initiate and apply improvement strategies to maximize productivity, patient satisfaction, and financial performance.

- Prepare and monitor operating and capital budgets for designated department; evaluate operation proposals from profit/loss perspective; assess and report product line profitability and volume trends.

*Effective June 2001:*

- Assumed operational and business development responsibilities for Women's Health Centers, Pediatric Health Center and the Presbyterian Community Medical Center.

**Texas Health Resources, Dallas, Texas**

*Administrative Fellow:* January 1999 – September 1999

Completed nine-month post-graduate fellowship at Presbyterian Hospital of Dallas. Reported directly to the Chief Executive Officer/President and was delegated new project and program initiatives.

*Administrative Resident:* January 1998 – December 1998

Completed hospital and system level rotations at Presbyterian Hospital of Dallas, member rural hospitals, long-term care facility, Harris Methodist Health Plan and joint venture entities. Regularly attended hospital and system leadership, Board of Trustees, and Medical Board meetings.

**EDUCATION**

**Master of Science in Healthcare Administration – December 1998**

Trinity University, San Antonio, Texas

**Bachelors of Business Administration – May 1996**

Loyola Marymount University, Los Angeles, California

*Cum Laude*

**PROFESSIONAL AFFILIATIONS & COMMUNITY INVOLVMENT**

United Way of El Paso County, Board Member 2004 to present

Rotary Club of El Paso, Member 2004 - present

Susan G. Komen National Hispanic/Latina Advisory Council, Member 2003 to 2006

American College of Healthcare Executives, Member

National Association of Female Executives, Member

Beta Gamma Sigma, Member

Medical Explorer Post, Advisor 2004

Leadership El Paso Graduate Class of 2003

**ADDITIONAL QUALIFICATIONS**

Bilingual: fluent in speaking, reading and writing Spanish

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Brenda Ehrlich (Mrs. Herbert Ehrlich)

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Education

University of Texas at El Paso—Bachelor of Science in Education

Employment

Coldwell Banker de Weter Hovious 1988 to the present  
Multi million dollar associate

Texas Department of Human Services

Independent contractor for disputed custody evaluations

Texas Department of Human Services

Caseworker

Texas Department of Health Austin, Texas

Chemistry laboratory

El Paso Independent School District

Chemistry teacher

Volunteer Experience

El Paso Jewish Federation Housing

Founding member and current trustee A privately operated HUD funded living facility for the elderly

El Paso Section, National Council of Jewish Women

Past president involvement with or co-chaired committees resulting in the formation of:

\*KCO'S

Auction co chairperson

\*Visiting Nurses Association

Board member

\*Jewish Community Center Pre school

Junior League of El Paso

Board member and current sustaining member

Insights Science Museum

Volunteer

Drive A Meal

Volunteer

YWCA

Program vice-president

Girl Scouts

Board member and City Cookie Chairperson

Lighthouse for the Blind

Board member and chairperson Radio Reading Service

El Paso Children's Day Care Association

Board member

Texas State Advisory Committee on Volunteerism for the Department of Human Services

B'nai Zion Synagogue

Board member and officer

El Paso Jewish Federation

Board member and officer

Awards

Hannah G. Solomon Award for Public Service

Governor's Award for outstanding volunteer project through the YWCA

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