

DATE: 03/16/11

TO: City Clerk

FROM: Representative Steve Ortega

ADDRESS 2 Civic Center Plaza 10th Floor, El Paso, TX TELEPHONE 915-541-4124

Please place the following item on the (Check one): CONSENT XXX REGULAR _____

Agenda for the Council Meeting of March 22, 2011

Item should read as follows: Appointment of David Berchermann to the Historic Landmark Commission by Representative Steve Ortega, District 7

SPECIAL INSTRUCTIONS: _____

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Historic Landmark Commission

NOMINATED BY: Representative Steve Ortega DISTRICT: 7

NAME OF APPOINTEE David Berchermann
(Please verify correct spelling of name)

BUSINESS ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

HOME ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

E-mail: davidberch@gmail.com

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

NAME OF INCUMBENT: Ernesto Villanueva

EXPIRATION DATE OF INCUMBENT: 12/19/2010

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X
RESIGNED _____
REMOVED _____

CITY COUNCIL APPROVAL DATE: 03/22/2011

TERM BEGINS ON : 12/20/2010

EXPIRATION DATE OF NEW APPOINTEE: 12/19/2012

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: X
2nd TERM: _____
UNEXPIRED TERM: _____

David A. Berchermann III

Education

Baylor University: Hankamer School of Business Waco, TX

May 2007

Double Major: Entrepreneurship and Marketing

Major GPA: 3.5 Overall GPA: 3.12

Activities: Baylor Risk Management Intern 2006-2007; Baylor Cycling Team 2006-2007; Alpha Tau Omega Founding Father 2004-2007; All University Sing Co-Chair 2004-2006

Relevant coursework: "Special Studies in Marketing" Conducted market research for city of Waco and presented in-depth report to Waco Mayor, City Manager and Chamber of Commerce President

Relevant Experience

Century 21 APD Associates

Realtor®

2008 – Present

- Member of GEPAR, TAR, NAR
- Created the blog LivingElPaso.com
- Million Dollar Producer

North Park Toyota

2007 –2008

Internet Business Development

- Strategized with GM to increase company's internet presence
- As a result: implemented monthly customer newsletter & video search engine optimization

Buzz Corps

2007 –2008

Contract Work

- Created influencer database for social marketing firm
- Researched blogosphere and created reports

Campus Collect

2006-2007

Marketing, Sales, and Business Development

- Expanded start up mobile and web service company's presence at Baylor University
- Assisted in creating strategic plan to expand the company to other universities.
- Conducted multiple sales presentations for campus administrators and student organization leaders.
- Researched and approached other companies for possible partnerships.
- Created pitches and presented growth plan to potential investors.

Community Involvement

City of El Paso

- Currently serve on El Paso Museum of History Foundation Board.
- Served on El Paso Museum of History Advisory Board.

2010 - Present

2009-2010

El Paso Times

- Guest columnist for El Paso Times
- Write monthly articles about my experiences of living everyday life in El Paso.

2009-Present