DATE: March 16, 2010

TO: City Clerk

FROM: Representative Carl Robinson

ADDRESS 2 Civic Center Plaza, El Paso, TX TELEPHONE (915)541-4400

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

Agenda for the Council Meeting of March 23, 2010

Item should read as follows: Appointment of Gilbert Guillen to the Empowerment Zone Advisory Board by Representative Carl Robinson, District 4.

SPECIAL INSTRUCTIONS: Category: Owner of a for-profit business located in the Empowerment Zone

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Empowerment Zone Advisory Board

NOMINATED BY: Representative Robinson DISTRICT: 4

NAME OF APPOINTEE Gilbert Guillen
(Please verify correct spelling of name)

BUSINESS ADDRESS:

CITY: ST: ZIP: PHONE:

HOME ADDRESS:

CITY: ST: ZIP: PHONE:

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?
NAME OF INCUMBENT: Han Park

EXPIRATION DATE OF INCUMBENT: 09/18/2009

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

DATE OF APPOINTMENT: 03/23/2010

EXPIRATION DATE OF NEW APPOINTEE: 03/23/2012

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: X

2nd TERM:

UNEXPIRED TERM:

GILBERT GUILLEN

PROFILE: A Highly Motivated, Results Oriented, Degreed, Executive-Leadership Level Professional with a Proven Track Record in Fundraising, Sales/Marketing, and Employee Management and Supervision; with a background in Strategic, Community, & Special Event Planning,; with experience in Volunteer Recruitment, Management and Training; specializing in Establishing, Fostering and Maintaining Professional working Relationships.

EDUCATION:

University of Texas at El Paso
One University Avenue
El Paso, Texas 79968
Graduated May, 1985 with a Bachelor of Science Degree in Pre Law/Criminal Justice. (Outstanding Academic Honors Spring '85)
Attended August 1980 through May 1985.

Cathedral High School
1309 North Stanton
El Paso, Texas 79902
Attended 1976 through 1980 (Honor Roll all four years)

St. Patrick's Elementary
1111 North Stanton
El Paso, Texas 79902
Attended 1968 through 1976

WORK EXPERIENCE:

September 2008 to Present

Chief Operations Officer
(Temporary Position)
ProntoLube
5862 Cromo
El Paso, TX 79912

Responsible for the smooth and efficient day to day operation of the company. Interface with customers, vendors, suppliers and company president. Develop, supervise and foster a strong employee base and oversaw

majority of workforce training and resource/asset decisions. Function as a liaison between employees and management. Develop new business strategies to enhance market share and improve overall performance. Work through the management team and site managers serving as a resource to help reduce costs, enhance revenues, achieve effective utilization and quality goals and objectives, analyze and utilize information to develop and support management decisions. Communicate key information to the company president with respect to sales, operations, marketing, the competitive environment, cost management, and customer-focused services. Develop policies, procedures and protocols for operations and personnel systems and objectives. Resolves operational problems and develop system processes and standards of practice, in alignment with the organization's mission, strategic business plan, and related performance improvement expectations.

June 2006 to December 2007

President & Chief Executive Officer
(Contract/Grant Funded Position)
United Way of Southwest New Mexico
106 Water Street
Las Cruces, NM 88001

Overall management, administration, operation, finances and stakeholder relations of the agency; Recommended policies & provide direction to the Board of Directors; Establish strategic direction and set measurable goals; Oversee and work with 30 partner agencies; Establish and adhere to agency budget and monitor fiscal responsibilities; Maintain a year round presence and responsible for accountability to the community; Develop and enhance positive relationships and communications with board members, agency executives, elected officials, civic & business organizations, local media and other non-profits; Recruit, train and supervise staff and volunteers; Make presentations to community, government and business groups; and represent the United Way and its member agencies throughout southern New Mexico and Texas.

August 2003 to
March 2006

Chief Executive Officer
(Grant Funded Position)
the BHI - Border Health Institute
500 West Overland, Suite 100
El Paso, Texas 79901

Administration, management and overview of all activities of the Border Health Institute. Coordination of the entire re-creating and planning process for the Medi-Park District; marketing efforts to and corporate recruitment of related companies. Established and maintained working relationships with various levels of politicians, city staff, property owners, chambers of commerce, other economic development groups and all utility companies. Recruit, train and supervise staff and volunteers; Prepared Legislative reports as needed; Responsible for budget and fiscal management of the program; primary contact for media & press releases; and presentations to community and business groups.

May 2002 to
August 2003

Program Director
(Grant Funded Position)
Big Brothers Big Sisters of El Paso
1724 Wyoming
El Paso, Texas 79902

Management and overview of the School-Based mentoring program. Responsible for Grant administration, reporting, compliance, and overview. Recruit, train, supervise and monitor staff and volunteers; supervision of budget and fiscal management of the program; coordinate special events and fundraisers, provide media & press releases; and presentations to community, schools and business groups.

August 1994 to
February 2002

Owner/Operator
Comedy Defensive Driving School
9530 Viscount
El Paso, Texas 79925

Charged with a franchise operation. Oversaw the established of a new curriculum recognized by the state of Texas and certified the Texas Education Agency. Developed the curriculum models, processing methods, and selected films. Responsible for all reports to the State, municipal court, and justice of the peace. Assured that the company was in compliance of the law

at all levels. Trained, monitored, and assured the certification of all instructors. Handled all personnel matters, accounting functions, fiscal budgets, and sales forecast. Developed all marketing/advertising, plans of action, and all community relations including non-profit special events.

Sept. 1996 to Present

<u>Chairman, Union Plaza Executive Committee</u>
(non salaried position)
City of El Paso
Downtown Development Office. 6th Floor
#2 Civic Center Plaza
El Paso, Texas 79901

Established the physical boundaries for the district. Oversaw and co-authored the new city ordinance. Oversaw the construction of the project from start to finish. Coordinated all efforts between the City, property owners, utility companies, the contractor, and the State. Acted as spokes person for the project, prepared all printed materials, press releases, marketing, and media packets. Responsible for representing the District with developers and all interested parties.

June 1992 to March 1995

<u>Assistant Vice President</u>
Greater El Paso Chamber of Commerce
10 Civic Center Plaza
El Paso, Texas 79901

In charge of Membership Department, the Chamber Branches (8), and the Development Department. Responsibilities included: writing and carrying out the Division's Plan of Action; setting and meeting the Division's Budget; supervising a staff of four and ten board members; over-seeing the Division's Activities and working directly with volunteers; write and press releases and PSA's, prepare the Division articles for the newsletter and represented the chamber as needed with the media; be the lead staff coordinator for the Annual Golf Tournament; identify and recruit companies and volunteers for the chamber as well as event and program sponsors; headed the chamber's networking events and worked closely with the other five Chamber divisions to meet the needs of the members.

June 1991 to
May 1992

<u>Vice President</u>
El Paso Hispanic Chamber of Commerce
2829 Montana, Suite B-100
El Paso, Texas 79903

Responsible for Membership recruitment and Development of campaigns. Responsibilities included identifying prospective businesses and companies to join and become involved with the chamber as well as the administration and coordination of chamber meeting and events.

January 1987 to
January 1989

<u>Marketing Associate</u>
United Way of El Paso County
1918 Texas Avenue
El Paso, Texas 79901

Responsible for carrying out the annual United Way fund raising campaign. Preparations of campaign information material, gathering of statistics and data to form the basis of the campaign development. Recruit, train, and supervise professional volunteers. Develop and conduct year round communication programs with corporation, agencies, and media.

June 1987 to
January 1989

<u>International Coordinator</u>
A.O. Smith Water Products Company
10767 Gateway West, Suite 600
El Paso, Texas 79935

Assigned to the marketing department. I was primarily responsible for coordination of the International Operations. Duties included production scheduling, materials planning, supervision of personnel at various plants, and coordination of shipping details. In addition, was responsible for global market studies, order review and approval and direct customer contact and follow-up. Directly worked with vendors on international projects as well as other manufacturers and other departments and divisions of A.O. Smith.

OTHER PRIOR POSITIONS:

December 1986 to June 1987	Substitute Teacher El Paso Independent School District 6531 Boeing Drive El Paso, Texas 79925 Responsible for preparing and conducting class lectures; reading, following, and carrying out written lesson plans. Intermediate through high school levels.
September 1985 to October 1986	Quotations/Sales George S. Thomson Company, Inc. 3738 Durazno El Paso, Texas 79905 Responsible for all formal quotations, price updating and automatic computer discounts. Fully trained on Burroughs Series B96 specializing in order entry and inventory control.
October 1980 to June 1985	Sales Representative Boyd Engineering Supply Company 1801 Magoffin El Paso, Texas 79901 Responsible for Twin Plant business and Mexican market. Prior positions included; purchasing agent, warehouse foreman, counter sales, and truck driver.
June 1984 to December 1984	Work Study University of Texas at El Paso One University Avenue El Paso, TX 79968 While working my way through college I held two positions. The first was with the Development Office as a Public Relations Runner. The second was at the University Playhouse as an assistant shop foreman.

PERSONAL INFORMATION:

SPECIAL SKILLS:

Bicultural
Bilingual: English-Spanish; speak, read, and write fluently
Public Speaking
Strategic Planning
Group Training

Computer: PC Literate; Burroughs Series B96, specializing in inventory Control, order entry, and pricing; IBM AS-400 Office Vision.
Notary Public

COMPETENCIES:

Team Building
Problem Solving
Lobbying
Multi-tasking
Sales Closing
Re-establishing Relationships
Mediating
Employee Personnel Issues

Add'l TRAINING

The Grantsmanship Center: Grant Writing Seminar.
American Planning Association – TX Chapter: Planning for Staff, - Elected & Appointed Officials – *What You Should Know*

BACKGROUND INFORMATION:

Recognitions / Awards

National *Who's Who in Executives & Professionals*
Sierra Club *Altar Boy of the Year* Award
Hero Radio's *Local Hero*
Texas State *Impromptu Finalist*
El Paso Regional *Impromptu Champion*
United Way *Million Dollar Producer* Award Recipient
KBNA Radio *Hidalgo Award* for Hispanic Leadership
Nominated as the *Outstanding Young El Pasoan*
Recognized as one of El Paso's *Top 5 Community Leaders* in the El Paso Times' "Best of the Border"
KINT-TV 1994 *Orgullo Hispano* Award
Who's Who Among American High School Students

Boards/Committees

City of El Paso Medical Cabinet Lyceum - Mayor's Appointment
City of El Paso Union Plaza Board of Appeals, Board Member
City of El Paso Five Year Economic Development Plan, Executive Committee Member – Mayor's Appointment
City of El Paso Building Board of Appeals, Board Member
Project Bravo, Board Member
Chairman, El Paso Youth Network
Texas Youth Commission, Board Member
Viva El Paso, Board of Directors

Sacred Heart Parish Council, Board Member
Centro De Salud Familiar La Fe – Clinic, Board of Directors
Cathedral High School Development Association Board Member
Junior Achievement, Professional Advisor
Cathedral High School Capital Campaign, Co-Chairman
Alumni Division
El Paso Boys and Girls Club, Capital Campaign Division Captain
Juntos Art Association, Board Member
U.S. Border Patrol Community Relations, Board of Directors

Activities

El Paso Boys Club Volunteer Counselor
KXCR Radio, Community Disc Jockey
College: Pre Law Association, Circle K Club, Student Government, and Traffic Court Liaison
High School: Student Council, Basketball, Soccer Team Captain,
Speech & Debate Team, Drama Club, and Choir
Elementary: Football, Basketball, and Track

Clubs

National Forensic League
U.T.E.P. Circle K Club
U.T.E.P. Pre Law Association (vice president)
National Dean's List Member

NOTE: Any additional information may be supplied upon request.

REFRENCES:

Business

Since 1992	Javier Jimenez Federal Reserve Bank 301 Main El Paso, TX 79901 (915) 521-5202
Since 2004	Ed Soltero U.T. El Paso One University Avenue El Paso, TX 79968 (915) 471-0289
Since 1998	Antonio Rico E.S.E.I. 4100 Rio Bravo, Suite 200 El Paso, TX 79902 (915) 587-7902

Personal

Since 1977	Mark Ramos
Since 1976	Steve Mondragon
Since 1976	Arturo Moreno