

DATE: 03/25/2008

TO: City Clerk

FROM: Representative Eddie Holguin Jr.

ADDRESS 2 Civic Center Plaza 10th Floor TELEPHONE 915-541-4182

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

Agenda for the Council Meeting of March 25, 2008

Board Appointment of Norma I Tena, to fill an unexpired term, to the Empowerment Zone

Item should read as follows: Advisory Board by Representative Eddie Holguin, Jr., District 6.

SPECIAL INSTRUCTIONS: Category: For-profit business located within the Empowerment Zone.

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

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

NOMINATED BY: Representative Eddie Holguin Jr. DISTRICT: 6

NAME OF APPOINTEE Norma I Tena
(Please verify correct spelling of name)

BUSINESS ADDRESS: 2309 Basset Ave.

CITY: El Paso ST: TX ZIP: 79901 PHONE: 915-532-7534

HOME ADDRESS: _____

CITY: El Paso ST: TX ZIP: _____ PHONE: _____

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

NAME OF INCUMBENT: Rick Melendrez

EXPIRATION DATE OF INCUMBENT: 01/22/2010

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

DATE OF APPOINTMENT: 03/25/2008

EXPIRATION DATE OF NEW APPOINTEE: 01/22/2010

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

2nd TERM: _____

UNEXPIRED TERM: x

Norma I. Tena (Nena)

Business: Big Boy Concessions
2309 Bassett Ave.
El Paso, Texas 79901
(915) 532-7534
Cell (913) 709-0731

Summary **Raised in a business environment, with desire to continue the business vocation. Innovative business thrived, with 6 years of on hand experience.**

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- Areas of Expertise**
- Product Management
 - Sales Management
 - New Product Development
 - Market Expansion
 - Strategic Vision and Planning

Experience Big Boy Concessions, Inc. Present

Executive Administrator
Created and maintain a multi-year business plan to innovate Big Boy Concessions, Inc. in upgrading office and business operation through technology.
Responsible for support, control and development of office and business operation.

- Developed and market business operation.
- Established an efficient business.
- Upgraded and reposition the existing office management system and business operation.
- Developed strategy to integrate business relationship with the community, other companies, and organizations.
- Maintain a strong operation for generation growth.

Fruitiki Fruit Bar Distribution 2001-2007

Owner, Distribution of Fruitiki in Kansas City
Created a new business introducing and distributing to the KC Metro and surrounding cities to Fruitiki Fruit Bars.
Responsible for growth and profitability of the business.

- Developed new business to the Kansas City area.
- Maintain the new investment-savings product.
- Created unique research method to guide new product development.

Education University of Phoenix. 2007
Bachelors of Science in Business Management

Application for Appointment to Boards/Committees/Commission

Board/Commission/Committee: Empowerment zone

Name: Norma Tena District: 10

Home Address: _____

City/State: _____ Home Phone/Cell Phone: _____

Business Address: 2309 Bassett Ave

City/State: El Paso, Texas Home Phone/Cell Phone: ^{work} (915) 532-7534

Email Address: ntena12@yahoo.com

Length of Residency in El Paso: 1981-2000 then 2007 Date of Birth: 2-12-81

Educational Background: BS Business Management from UOP

Employment Background: Business owner for a business in KCK but now am fully employed by family Business Big Boy Ice Cream on Bassett.

Special Qualifications: Creative, outgoing, looking for opportunities to always make changes for better of the community.

Volunteer, Organizations, Community Service: Involved with Children Medical Network, Big Brothers Big Sisters.

Other Commission and Boards in which you are interested: _____

Signature: Norma Tena Date: 10-24-07