

DATE: 04/15/2009

TO: City Clerk

FROM: Representative Eddie Holguin, Jr.

ADDRESS 2 Civic Center Plaza, 10<sup>th</sup> floor

TELEPHONE 915-541-4182

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

Agenda for the Council Meeting of April 21, 2009

Item should read as follows: Appointment of Lilia Ruiz to the Complete Count Committee as requested by Representative Eddie Holguin, Jr., District 6.

SPECIAL INSTRUCTIONS: \_\_\_\_\_

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

NAME OF BOARD/COMMITTEE/COMMISSION: COMPLETE COUNT COMMITTEE

NOMINATED BY: Representative Eddie Holguin, Jr. DISTRICT: 6

NAME OF APPOINTEE Lilia Ruiz  
(Please verify correct spelling of name)

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

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

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

CITY: El Paso ST: TX ZIP: 79912 PHONE: \_\_\_\_\_

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

NAME OF INCUMBENT: New Committee

EXPIRATION DATE OF INCUMBENT: N/A

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

RESIGNED \_\_\_\_\_

REMOVED \_\_\_\_\_

DATE OF APPOINTMENT: 04/21/2009

EXPIRATION DATE OF NEW APPOINTEE: Committee shall cease its function on 12/31/2010

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

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

EXPIRED TERM: \_\_\_\_\_

Lilia Ruiz

MANAGEMENT/ORGANIZATION ANALYTICAL PROBLEM SOLVING: Proven supervisory experience; fair and promotes ethical professional standards in the workplace. Knowledge of local government, business, community, non-profit organizations, media relations as well as agencies methodologies for personnel management, fiscal management, quality assurance and quality improvement, governmental and public relations. Conversant with state and federal legislation and state regulatory agencies; able to cultivate and maintain important professional relationships with key personnel.

COMMUNICATIONS AND PUBLIC RELATIONS: Handle organizational functions such as media, community, consumer, industry, and governmental relations; political campaigns; interest-group representation. Fluent in the Spanish language with the ability to translate and create reading articles. Create, design, and deliver effective organizational management documents and materials. Research and written communication skills.

INSTRUCTIONAL TRAINING AND LEADERSHIP SKILLS: Developed and implemented Space Based curricula. Conduct training seminars, workshops, and review sessions. Develop and set organizational measures. Proven experience working with select populations, such as: teachers, professors, students, NAFTA affected workers, monolingual Spanish/Limited English speakers, migrant workers, elderly, welfare-to-work parents, youth and special interest groups.

#### Legislative Aide

State Rep. Norma Chavez January 2009, to present El Paso/Austin, Texas Manage District Office day-to-day operation.

Prepare Member for meetings, events, speaking engagements and legislative hearings. Research and track legislation. Manage constituent cases and constituent services, including working with State and County Agencies. Draft press releases, take press photos and organize press clippings Prepare constituent correspondence and bulk mailings. Manage constituent database and maintain frequent constituent communication. Prepare testimony and schedule witnesses for bill hearings.

Interact with lobbyists, constituents, special interest groups, other legislators and staff on behalf of Member.

#### Broker

Trusted Senior Specialists

June 2007 to present

Gather information from clients, assessing their insurance needs and risk profile; build and maintain ongoing relationships with clients including scheduling and attending meetings and understanding the nature of clients' businesses or lives research insurance companies and their various policies to find the most suitable insurance for clients at the best price; market and acquire new clients; develop relationships with community leaders; administrative tasks such as dealing with paperwork, correspondence, keeping detailed records;

Sales Representative

Texas Community Care

September 2006 - April 2007

Promote the Arcadian Health Plan which targets local Medicare and Medicaid recipients through various community events including but not limited to health fairs, festivals, home visits, grassroots initiatives, etc..

City Manager

City of Socorro, Texas

November 2004 - October 2005

Full-time administrative head of the City government and was responsible for daily administration and overseeing the work of all departments, over 80 Employees.

Executed policies established by the City Council and was responsible for the enforcement of all City ordinances, resolutions, policies and regulations.

Fiscal Budget of 8.6 Million for FY2005/2006.

Completed report of finances and administrative activities for FY2004/2005.

District Coordinator

State Rep. Norma Chavez October 2002, November 2004 El Paso/Austin, Texas Manage District Office day-to-day operation.

Researched multiple policy areas including Higher Education, Border Health, Transportation, Low Income Housing, and collaborated with interested parties.

Coordinated and participated in workgroups with various parties of interest and capital staff.

Collaborated with governmental relations representatives, state agency representatives, and state legislator on various legislative issues.

Brief elected officials, on various legislative and political matters.

Internet/Marketing Director

Airline International

August 1999- September 2002

El Paso, Texas

Responsible management, design (coding, artwork and digital photography), development, and maintenance of company web sites.

Responsible for increasing Internet generated sales via new innovative web site, online auctions, email campaigns. ([www.airlineintl.com](http://www.airlineintl.com)).

Increased sales by 500%.

Voted by The El Paso Hispanic Chamber of Commerce as "One of the Best Websites on the Border" 2001

Internet/Marketing Director

Susan Eisen Fine Jewelry & Watches

May 2000 - September 2002

El Paso, Texas

Coordinated activities such as installation and upgrading of hardware and software, programming and systems design, development of computer networks, and implementation of Internet sites Created marketing image, website, and new products for LIFETAG®.

Create advertising from newspaper ads to billboards.

Program Coordinator/Web team  
Texas Space Grant Consortium/Center Space Research/NASA  
September 1994 - February 1999  
Austin, Texas

Organized several educational outreach programs for students & educators. Helped organize LIFTOFF a co-sponsored program with NASA's Johnson's Space Center. Worked on maps, data, and website concerning the TOPEX/POSEIDON Satellite.

Worked on company's web site and translated sites to Spanish.

([www.tsgc.utexas.edu](http://www.tsgc.utexas.edu))

B.S. in Kinesiology, Minor Spanish  
University of Texas - Austin 1999  
References upon request.