

DATE: 04-11-2006

TO: City Clerk

FROM: Representative Jose Alexandro Lozano

ADDRESS 2 Civic Center Plaza, 10<sup>th</sup> Floor, District # 6 TELEPHONE 915-541-4

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

Agenda for the Council Meeting of April 25, 2006

Item should read as follows: Appointment of Homer Reza to the City Plan Commission by Rep. Jose A. Lozano, District #3

SPECIAL INSTRUCTIONS: Will serve the unexpired term of Mr. Mancera

Item No.

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: City Plan Commission

NOMINATED BY: Representative Jose Alexandro Lozano DISTRICT: #3

NAME OF APPOINTEE Homer Reza  
(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?

Ray Mancera

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

OTHER (SPECIFY):

EXPIRATION DATE OF INCUMBENT: 3/15/07

EXPIRATION DATE OF NEW APPOINTEE: 3/15/07

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM:   
2<sup>nd</sup> TERM   
UNEXPIRED TERM:

## Homer Reza

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**Objective:** To be part of Winning Team whose goal is to provide the best possible service to those with whom I am associated.

**Profile:** 3 Year and 6 months experience in the Insurance Industry.  
28 Years experience in Sales and Marketing

Strengths include knowledge of Property and Casualty, Health, Life Insurance, and Financial Planning in addition to all aspects of Business Development, Market Analysis, Product Representation, Sales Negotiations, and Communications.

**Education:** BA Degree, Political Science from the University of Texas at El Paso

**Licenses:** Life, Health, P&C, and Securities (6 & 63)

**Languages:** Fluent in English and Spanish

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### Experience

Oct. 31, '05 – Present Humana Market Point Agent.

Responsible for educating the Medicare eligible recipients on all new Medicare Changes of 2006. Responsibilities include enrolling such recipients in new Medicare programs.

June 01, '05 – Oct. '05 Independent Insurance Agent – Established my own Agency.

Sept. 2003 – May 31, '05 Insurance Agent with Farmers Insurance Group.

Responsible for selling Fire, Auto, and Life Insurance Policies to customers. Book of Business consisted of a total of 224 P&C policies and 16 life policies.

Jan., 2003 – Sept. 2003 Independent Insurance Agent - District Sales Coordinator – AFLAC

Responsible for selling Supplemental Insurance Products to employees via payroll deduction method. Responsibilities included making presentation to employers on the benefits of offering our products to employees. Duties included cold calling, prospecting, and setting appointments. Also responsible for recruiting, training, and working with associates assigned to my district.

Oct. 2002 – Jan. 31, '03 Prentice Hall School Division

Worked Part-Time with Prentice Hall. Responsibilities included visiting teachers at their schools and making book presentations that were being considered for adoption. Duties included visiting teachers, delivering books, and making presentations.

June 2002 – Oct. 2002 Select Personnel Services – Account Representative

Was Responsible for developing market share in the staffing industry for El Paso. Duties included cold calling, prospecting, setting appointments, and making face to face executive presentations. I called on Senior Management, HR Managers, and Purchasing Agents.

Sept. 2001 – June 2002      Owner of FLEETBOSS Dealership in El Paso. Provide Fleet Management solutions to fleet owners using GPS tracking devices.

IBM – Florida

10/00 – 08/31/01      Boca Raton, Florida - Senior Territory Representative with Business Partner Group. Responsible with working with the Executive Management Team of Champion Solutions Group, one of IBM's premier business partners. Responsibilities included attending strategic meetings with Champion Solutions Group to assist them in getting teamed up with IBM sales teams, assisted Champions sales team achieve their quota, and ensure IBM sales team achieve our own sales quota.

IBM – El Paso

2/00 – 10/00      El Paso, Texas - Global Sales Manager for Personal Systems Group for Mid-Market Sector. Responsible for providing international sales consulting to client teams in respect to IBM PSG global capabilities. I assisted in selecting the right strategy, structuring the opportunity, and responding to bids.

9/95 – 2/00      1998 – Senior Territory Representative for the Maquiladora Team. Was responsible for bringing Services Solutions of all types to Maquiladoras along the US and Mexico border and interior of Mexico. Responsibilities included establishing relationships with customers directly or by working with business partners specializing in certain service areas. Duties included working with IBM Mexico and IBM USA resources. Services included Network Management, Systems Migrations, Consulting, Backup and Recovery Services, E-Business and many more. Finished the year at 144% of a \$20 Million Dollar team quota. Received an Excellence in Marketing Award.

1997 – Advisory Client Representative for K-12 and University Accounts in the El Paso Area. Responsible for establishing strong relationships between IBM and Customer Accounts. Duties included providing solutions to specific needs through IBM or Business Partners. In addition, I was responsible for keeping high Customer Satisfaction levels and for everything that was sold by IBM or Business Partners. Finished at 100% of quota.

95/96 – Advisory Client Representative for West Texas. Responsible for bringing Services Solutions to all IBM accounts in West Texas. Cities included Amarillo, Lubbock, San Angelo and El Paso.

### **Accomplishments**

Received Excellence in Marketing Award at the end of 1995. Received Sales Manager's Award for closing \$ 2.3 Million Dollar opportunity at the Ysleta Independent School District in 1996.

7/88 – 9/95

Eastman Kodak – Houston, Texas

Major Account Representative responsible for executing sales and marketing activities for Office Imaging Division. Major accounts included Houston Lighting and Power, Texaco, Star Enterprise, Dresser Industries, M. W. Kellogg, City of Houston, Schlumberger and Baker Hughes. Duties included meeting with customers, creating proposals, making presentations, and closing the order.

### **Accomplishments**

Finished as one of the top 3 Sales Reps. in all Southwest for 1993. Received 100% Club Award 5 times.

Achieved Merit Level 4 years in a row, 1990-1993. (Merit meant finishing 150% or higher of assigned quota.)

12/77 – 7/88

IBM – Houston

Account Marketing Representative – Duties were similar to those of Eastman Kodak.

5/72 – 12/77

El Paso, Texas – State Department of Human Resources

Worked for 5 years in the Aide to Families with Dependent Children (AFDC) Program. Promoted to Management after 20 months on the job. I was supervisor for 3 years and managed a total of 16 employees.

### **Additional Certifications**

IBM Recruiter Representative assigned to the University of Texas at El Paso.

Participated in a Strategic Negotiation Seminar in September 1999.

### **Extra Curricular Activities**

Former Chairman of the Board for LULAC Project Amistad – 2004 to 2006

Chairman for the Fiesta De Las Flores – 2003 and 2004

Member of the LULAC Council 132

Vice-President of the El Paso Boys and Girls Club Alumni Association

Ran for State Representative in 2000