

DATE: 04-16-2009

TO: City Clerk

FROM: Mayor John Cook

ADDRESS 2 Civic Center Plaza, El Paso, Texas 79901 TELEPHONE 915-541-4145

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

Agenda for the Council Meeting of April 28, 2009

Item should read as follows: Reappointment of Estrella Escobar to the Cultural Affairs Advisory Board by Mayor John F. Cook.

SPECIAL INSTRUCTIONS: _____

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Cultural Affairs Advisory Board

NOMINATED BY: Mayor John F. Cook DISTRICT: Mayor

NAME OF APPOINTEE Estrella Escobar
(Please verify correct spelling of name)

BUSINESS ADDRESS: 500 W. University

CITY: El Paso ST: TX ZIP: 79902 PHONE: 747-5555

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: Reappointment

EXPIRATION DATE OF INCUMBENT: 03/07/2009

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

DATE OF APPOINTMENT: 04/28/2009

EXPIRATION DATE OF NEW APPOINTEE: 04/28/2012

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

ESTRELLA ESCOBAR

EXPERIENCE

Office of the President, The University of Texas at El Paso

June 2001 – Present (El Paso, Texas)

Assistant to the President (2006-Present)

Assistant Vice President for Institutional Advancement (2001-2006)

- Assist the President in the management and daily operation of the university. The University of Texas at El Paso has a budget of \$295 million, 3,000 employees and nearly 20,500 students.
- Act as liaison between the President and faculty, staff and students.
- Responsible for projects as assigned by the President related to administrative, academic student or community matters.
- Manage the President's Office staff and daily operations.
- Represent the President with various public, business and civic organizations.
- Act as spokesperson for the university with broadcast and print media in Spanish.
- Responsible for managing projects for the President dealing with Mexico, including the State of Chihuahua scholarship program for Mexican students and the Mexico Today lecture series.
- Responsible for the preparation and monitoring of various institutional and governmental reports with The University of Texas System, the Texas Higher Education Coordinating Board, and other public and private organizations.
- Manage various speakers' series and serve as protocol officer for the university.
- Coordinate the university's legislative analysis during the legislative session through the U.T. System ATLAS program and work with the Executive Vice President on legislative submissions.
- Responsible for directing special events as assigned by the President, such as Bhutan Days, Glory Road, meetings of the National Science Board, The University of Texas System Board of Regents and State and Congressional Legislative and Committee Hearings.
- Manage logistics and host diplomatic dignitaries and other institutional VIP visitors.
- Serve as the President's Liaison to UTEP's Centennial Commission and direct the coordinating staff in that effort.

Office of the Mayor

October 1998 - June 2001 (El Paso, Texas)

Executive Assistant to the Mayor

- Implemented the Administration's agenda. The City of El Paso at the time had a strong Mayor form of government with a budget of \$600 million that included 33 departments and 6,000 employees.
- Responsible for the Mayor's Office press releases and press conferences, including the Mayor's weekly press briefings.
- Acted as liaison between the Mayor and the El Paso City Council in legislative matters and policy issues. Composed speeches for the Mayor, including the yearly "State of the City" address.
- Managed relations with the El Paso state and congressional delegation, state and federal agencies. Represented the Mayor with local and state elected officials, such as other area Mayors, the County Judge, County Commissioners, State Representatives and Congressmen. Traveled with the Mayor on a regular basis to Austin, TX and Washington, D.C. to lobby on legislative and agency matters.
- Directed the City's state and federal lobbyists and state and federal legislative agendas.
- Liaison between the Mayor and El Paso's sister city of Juárez, Mexico. Responsible for managing projects for the Mayor dealing with Mexico.
- Directed City Department Heads on various Administration initiatives.
- Represented the Mayor on projects and with a variety of public, business or civic organizations such as the County of El Paso, the City of Las Cruces, N.M., Fort Bliss, the various Chambers of Commerce, the Mexican and American Consulates, the U.S. Conference of Mayors, etc..
- Responsible for the selection of the Mayor's appointments to City Boards and Commissions.

El Paso County District Attorney's Office - 34th Judicial District
June 1997 - October 1998 (El Paso, Texas)
Special Projects Director

- Liaison between the District Attorney's Office and the media. Issued press releases and handled media inquiries on a daily basis on criminal cases in El Paso County (20,000/year at the time). Monitored court dockets, trial verdicts, and made official case and case trial statements to the media.
- Represented the District Attorney with a variety of public and private organizations.
- Analyzed and directed the processing of incoming felony expungement orders.
- Represented the District Attorney in County Commissioner's Court.
- Directed confidential RMS (Records Management System) Access training between the District Attorney's Office and the El Paso Police Department. Coordinated security clearance for the Texas Criminal Information Center/National Criminal Information Center (TCIC/NCIC) computer system.
- Facilitated and managed special projects as assigned by the District Attorney. Responsible for directing programs of the Crime Task Force, the Southwest Border Prosecutors, the El Paso Child Fatality Review Team, the Advocacy Center for the Children of El Paso and a variety of other initiatives of the District Attorney's Office.
- Responsible for coordinating training and continuing legal education sessions i.e. secured speakers, coordinated meetings, and maintained records for compliance with the State Bar of Texas.
- Coordinated community activities for the District Attorney. Monitored grant deadlines and wrote periodical grant reports.

Public Strategies Washington, Inc. - Government Affairs Consulting Firm

June 1995 - June 1997 (Washington, D.C.)

Project Director

- Conducted legislative research and background searches. Prepared briefing materials on a variety of client issues for distribution to members of Congress and client meetings.
- Executed strategies to advance clients' public policy objectives in areas such as international trade, border environment and transportation.
- Managed special projects for the firm, such as fundraising efforts, political convention activities and 1997 Presidential Inaugural events.
- Supervised logistics, travel and scheduling for the President of the company and client CEOs for a variety of meetings, conferences and Congressional activities; also including international events.
- Supervised compliance activities with federal lobbying disclosure and foreign agents registration laws.
- Monitored, reviewed and analyzed news sources and periodicals for information related to our clients' interests.

Imsa International - International Import/Export Company

January 1994 - June 1995 (El Paso, Texas)

Production Coordinator

- Liaison between the manufacturing plants in Mexico and buyers in the U.S., Canada and South America.
- Coordinated the manufacturing production program with the Mexican plants for over \$20 million a year in sales.
- Developed monthly sales projections and planned shipping schedules.
- Directed the company's participation in major international trade shows throughout the U.S. (New York City, Chicago, Las Vegas). Traveled to the shows and supervised set-up, client public relations and follow-up with the sales and manufacturing teams.
- Created a centralized system to process orders to the plants in Mexico.
- Monitored the materials program from the Orient.
- Supervised client relations i.e. ship dates, status reports, specifications.

EDUCATION AND TRAINING

The University of Texas at El Paso

Master of Arts in Political Science, 2004

Bachelor of Arts in Political Science, Minor in English Literature, 1993

Foundation for Women's Resources

Leadership Texas, 2006

Universidad Internacional Menéndez Pelayo, Santander, Spain

Hispanic Leaders Program, 2004

The University of Texas at El Paso

UTEP Aware Class XI, 2001-2002

National College of District Attorneys
Office Administration Program, 1998

Smithsonian Institution
Art History Series, 1996

Mexican American Legal Defense and Educational Fund (MALDEF)
Leadership Development Program, 1994

Colegio Andreas (Terezina, Piaui, Brazil)
International Exchange Program sponsored by Rotary International, 1985-86

HONORS AND AWARDS

- Thomas Ira Cook Award for Excellence in Political Science, UTEP, 2005
- Outstanding Graduate Student, Department of Political Science, UTEP, 2004
- Conquistador Award, City of El Paso, 2001
- Mayor's Distinguished Award for Exceptional Service to the City of El Paso, 2001
- Talent Award, Rotary, Teresina, Piauí, Brazil, 1986

PUBLIC SERVICE

- The University of Texas System Global Initiatives Advisory Board, 2007-Present
- Board of Directors, The El Paso Club, 2007-Present
- Board of Directors, The Texas Lyceum, 2006-Present
- Board of Directors, Embassy of Spain Hispanic Leaders Association, 2004-Present
*President, 2004-2007
- City of El Paso Cultural Affairs Advisory Board, 2006-Present
*Chair, 2006-2007
- The Paso del Norte Group, 2006-Present
- Leadership Texas Alumni Association, 2006-Present
- Executive Forum, 2006-Present
- UTEP Centennial Commission – 2004-Present
- President's Advisory Committee on Women – UTEP, 2002-Present
- The Junior League of El Paso, 2002-Present
- Board of Directors, American Heart Association – El Paso Chapter, 2004-2006
- City of El Paso Museums and Cultural Affairs Ad Hoc Committee, 2005-2006
- Commissioner, City of El Paso Public Arts Commission, 2002-2005
- Advisor to SS Law Students, Sageland Microsociety School, 1997-98

ADDITIONAL INFORMATION

- Trilingual - English/Spanish/Portuguese.
- Conducted language classes tailored to the twin plant industry in El Paso/Ciudad Juárez.