

DATE: June 4, 2012

TO: City Clerk

FROM: Mayor John F. Cook

ADDRESS: 2 Civic Center Plaza, El Paso TX 79901 TELEPHONE (915) 541-4145

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

Agenda for the Council Meeting of June 12, 2012

Item should read as follows: Appointment of Ralph Adame to the Tax Increment Reinvestment Zone Number 6 by Mayor John F. Cook.

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Tax Increment Reinvestment Zone Number 6

NOMINATED BY: John F. Cook DISTRICT: Mayor

NAME OF APPOINTEE Ralph Adame
(Please verify correct spelling of name)

E-MAIL ADDRESS: radame@mexus.us

BUSINESS ADDRESS: Mexus Communications, LLC - 1012 N. Campbell

CITY: El Paso ST: TX ZIP: 79902 PHONE: (915) 845-6987

HOME ADDRESS: _____

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

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: _____

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE: _____

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

NAME OF INCUMBENT: New Board

EXPIRATION DATE OF INCUMBENT: _____

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

DATE OF APPOINTMENT: 06/12/2012

TERM BEGINS ON : 06/12/2012

EXPIRATION DATE OF NEW APPOINTEE: 06/11/2014

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

2nd TERM: _____

UNEXPIRED TERM: _____

RALPH ADAME

PERSONAL OVERVIEW

- Energetic and hard working bilingual, Hispanic executive
- Self starter and highly motivated to succeed & results driven
- Proven ability to lead teams who is innovative & solutions oriented with expertise in account development
- Highly developed persuasive personal communication skills
- Qualified with over 36 years of proven success in ownership/management of retail, direct and outsourcing sales/solutions in the United States and Mexico
- Always maintain high professional standards and integrity

RELEVANT SKILLS & ABILITIES

Sales & Managerial Strengths

- Knowledge of sales and marketing environments in the business community.
- Proven success in management of complex sales involving detailed planning with all levels of management, employees and clients.
- Ability to work, manage, & influence at all levels across multiple organizations.
- Cooperative leader and team member under multiple organizational structures.
- Consistent embracer and strong adapter of and for change.

Communication & Interpersonal Skills

- Supervised staff; consistently maintain a positive work environment
- Communicate well with a wide variety of people
- Enjoy assisting clients and sales representatives with their concerns
- Experienced public speaker
- Proficient at facilitation skills and seeking solutions for customer and staff problems

EDUCATION

B.B.A. Computer Science/Marketing Option
The University of Texas at El Paso

EMPLOYMENT HISTORY & ACCOMPLISHMENTS

RAL, Investments LLC
President & Treasurer

2/08 to Present

Mexus Group, L.P.
President, CEO & General Partner

3/07 to Present

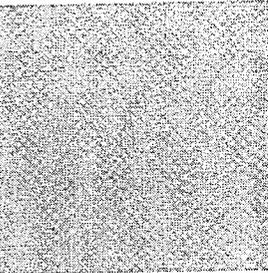
Mexus Group, Mexus Communications Management
President, CEO & General Partner

3/07 to Present

DTSI, Director for Business Development

2001 to 12/06

- Promoted to position when DTSI acquired Rio Grande Computer land
 - Responsible for maintaining existing market share & generating incremental growth from current customer base
 - Develop & execute market strategy to gain new market share within Federal space.
- Accomplishment: Have grown revenue by 2X in existing customer base.



Rio Grande Computer land, Executive Vice President

1995 to 2001

- Responsible for developing & executing corporate sales & marketing strategy
- Charged with conducting evaluation & assessment to reach revenue metrics
- Tasked with creating cost effective compensation plans for both sales executives & individual sales metrics

Federal Systems Group/ d.b.a. FSG, President

1993 to Present

- Responsible for operational units, Corporate P & I, recruiting, staffing, sales & marketing departments

EMPLOYMENT HISTORY & ACCOMPLISHMENTS (continued)

Compatible Micro Solutions, Executive Vice President

1991 to 1993

- Responsible for sales of IT products & services to federal, state & local government entities & private sector in the El Paso/Las Cruces region.
- Conducted all financial reporting for the area including corporate profit & loss statements for all sales & marketing activities, including staffing & overhead.

Accomplishment: Was instrumental in leading company efforts to penetrate Ft. Bliss market and awarding of a Tier III task order for service & support of all PC's at the installation.

Apple Computer, Inc., Reseller Account Executive

1985 to 1991

- Responsible for direct sales, marketing & supervision of Apple sales in the region
- Implemented marketing programs & service functions to Apple Resellers at principal & storefront levels
- Introduced minority Reseller tactics for broadening customer base to include accounts outside assigned geographic region while maximizing Reseller revenue for established accounts

Accomplishments: Promoted after reaching Apple Computer's elite Golden Apple status with a yearly performance reaching 150% of assigned goal. Earned Apple's Reseller Rep for Western Operation & led the Phoenix District to the #1 ranking for all Apple U.S.A. in 1988.

Computer Technology Associates, Store Manager

1980 to 1985

- Responsible for the development, execution & administration of a marketing plan to reverse negative sales & profit spiral.
- Created & managed the highly successful Mexican market by promoting & fostering relations with Mexican business & education sectors.

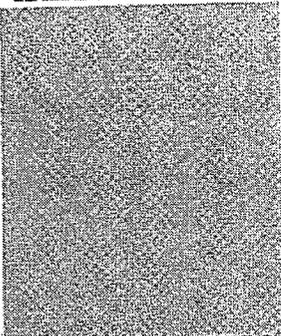
Accomplishments: Achieved record sales growth of 6X & elevated store to #1 ranking in profitability for 2 years. Developed store into the premier Education Leader with a 90% market share by focusing on untapped education market.

COMMUNITY INVOLVEMENT & VOLUNTEERISM

Committed to giving back to community which improves the quality of life for all citizens. Have been involved in efforts for over 40 years. Highlights include:

- | | |
|--|-----------------|
| Greater El Paso Chamber of Commerce | 1993 to present |
| Executive Committee member, Board of Directors | |
| Hispanic Chamber of Commerce | 1995 to present |
| Paso Del Norte Group | 2004 to present |
| Founding member | |
| El Paso Community College Foundation | 2004 to present |
| Vice Chair | |
| Ysleta Independent School District Foundation | 2003 to present |

RALPH ADAME



Founding member, current President
EPISD Foundation Founding Board Member
Boys & Girls Club of El Paso, former Board President
United Way of El Paso Allocation Chair
Camino Real Regional Mobility Authority, Vice Chair
El Paso Public Utility Commission, Chair
El Paso Cable Commission
El Paso Airport Board
El Paso County Risk Pool
El Paso County Civil Service Commission
Rotary Club of El Paso

2001 to 2005
2005 to Present
2002 to 2005
2007 to Present
1998-2002
2000-2004
2002-2004
2002-2004
2004 - Present
1988 - Present

ADDITIONAL SKILLS

Fully bilingual
Highly established Computer skills and Networking

PERSONAL INTERESTS

Upland bird Hunting,, reading, Hispanic Art collector, Serious Wine Collector/Drinker