

DATE: 07/06/2010

TO: City Clerk

FROM: Representative Eddie Holguin Jr.

ADDRESS 2 Civic Center Plaza 10<sup>th</sup> Floor, El Paso, TX TELEPHONE 915-541-4182

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

Agenda for the Council Meeting of July 6, 2010

Item should read as follows: Appointment of Bernie Olivas to the Greater El Paso Civic, Convention and Tourism Advisory Board by Representative Eddie Holguin Jr., District 6.

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

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

NAME OF BOARD/COMMITTEE/COMMISSION: Greater El Paso Civic, Convention and Tourism Advisory Board

NOMINATED BY: Representative Eddie Holguin Jr. DISTRICT: 6

NAME OF APPOINTEE Bernie Olivas  
(Please verify correct spelling of name)

BUSINESS ADDRESS: 4100 Rio Bravo Ste 303

CITY: El Paso ST: TX ZIP: 79902 PHONE: 915-533-4416

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

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

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

NAME OF INCUMBENT: Teresa Guerra

EXPIRATION DATE OF INCUMBENT: 09/02/2009

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

CITY COUNCIL APPROVAL DATE: 07/06/2010

TERM BEGINS ON : 09/03/2009

EXPIRATION DATE OF NEW APPOINTEE: 09/02/2011

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

**Bernie Olivas, Executive Director**  
**Sun Bowl Association**

Bernie Olivas has served as the executive director of the Sun Bowl Association since 2001. The Sun Bowl Association produced the largest economic impact in El Paso for a single event.

Olivas oversees the Vitalis Sun Bowl, the State Farm Sun Bowl Basketball Tournament, the Western Refining College All-America Golf Classic, the Wells Fargo Fan Fiesta, the Sports World Sun Bowl 5K Run & Walk, the Sun Bowl Volleyball Invitational and the Little Caesars Sun Bowl International Soccer Tournament.

Olivas, who was a Sun Bowl volunteer for over 20 years, served as the 2000 Sun Bowl Association President—the 66th president in Sun Bowl history. His involvement with the Sun Bowl began when he joined one of the team host committees, and he was named to the Sun Bowl Board of Directors in 1992. He was also named to the football selection committee, of which he is still a member.

An El Paso native, Olivas was employed by Merck Pharmaceutical Company for 13 years and was most recently a Health Science Advisor for Merck.

A graduate of Cathedral High School, Olivas earned a bachelor's degree in health sciences from the University of Texas at El Paso in 1976. He was also a member of the UTEP football team.