

DATE: August 1, 2012

TO: City Clerk

FROM: Representative Susie Byrd

ADDRESS: Two Civic Center Plaza, District 2 TELEPHONE 915-541-4416

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

Agenda for the Council Meeting of August 7, 2012

Appointment of Pifas Silva to the Greater El Paso Civic, Convention and Tourism Advisory

Item should read as follows: Board by Representative Susie Byrd, District 2.

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

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

NOMINATED BY: Representative Susie Byrd DISTRICT: 2

NAME OF APPOINTEE Pifas Silva
(Please verify correct spelling of name)

E-MAIL ADDRESS: _____

BUSINESS ADDRESS: _____

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

HOME ADDRESS: _____

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

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: _____ NO X

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: Getsemani Yanez

EXPIRATION DATE OF INCUMBENT: 08/06/2013

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

DATE OF APPOINTMENT: 08/07/2012

TERM BEGINS ON : 08/06/2011

EXPIRATION DATE OF NEW APPOINTEE: 08/06/2013

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

Pifas Silva

Professional Experience

- Jan. 2011 - Present **MaxMina Consigned Designs, El Paso, Texas**
General Manager
- Apr. 2004 - July 2010 **El Paso Convention & Visitors Bureau, El Paso, Texas**
Communications Manager
- Mar. 2003 - Apr. 2004 **United Blood Services, El Paso, Texas**
Community Relations Representative
- Dec. 2000 - Mar. 2003 **KVIA-TV ABC 7, El Paso, Texas**
Assignments Editor
- Sep. 1994 - Dec. 2000 **San Elizario Independent School District, San Elizario, Texas**
Communications Officer
- May. 1993 - Jul. 1994 **El Paso Times, El Paso, Texas**
Features Reporter

Educational Experience

- 1989 - 1993 **University of Texas at El Paso, El Paso, Texas**
Major: Journalism, Minor: Public Relations
- 1985 - 1989 **Bel Air High School, El Paso, Texas**

Professional Memberships

- Current Member of UTEP Alumni Association - El Paso Chapter
Former Regional Vice President of Texas School Public Relations Association
Former President of Public Relations Association of America - Rio Grande Chapter
Former Vice Chair of El Paso Community Foundation Alliance Fund
Former Member of Advertising Federation of El Paso

Professional Awards

- El Paso Times "52 Under 40" El Pasoan (Community Service)
Texas Association of School Board's Media Honor Roll
Texas School Public Relations Association award winner
National School Public Relations Association award winner

BOARDS AND COMMISSIONS CITY OF EL PASO

Name: Pifas Silva District: _____

Home Address: _____

Home Phone: _____

Business Address: _____

Business Phone: _____

Length of Residency in the City of El Paso _____ Birth Date: _____

Educational Background: Bel Air High School, El Paso, Texas

University of Texas at El Paso, El Paso, Texas

Employment Background: MaxMina Consigned Designs, El Paso

Convention & Visitors Bureau, United Blood Services, KVIA-TV,

San Elizario Independent School District, El Paso Times

Volunteerism, Organizations, Community Service, Special Qualifications: _____

UTEP Alumni Association, Texas School Public Relations Association,

FRSA - Rio Grande Chapter, Advertising Federation of El Paso,

El Paso Community Foundation Alliance Fund

References (Names & Phone Numbers): _____

Liliana Esparza, 915-539-3550, Principal St, Patrick Cathedral

Father Fabian Marquez, 915-525-9271, Santa Rosa Church

Paula Monarez Diaz, 915-474-6213, El Paso Times

Commissions and Boards in which you are particularly interested: _____

Greater El Paso Civic, Convention & Tourism Advisory Board

Signature: Pifas Silva

Date: 07-31-12