

DATE: 9/06/07

TO: City Clerk

FROM: Representative Ann Morgan Lilly-District 1

ADDRESS #2 Civic Center Plaza, 10th Floor TELEPHONE 915-541-4151

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

Agenda for the Council Meeting of September 11, 2007

Item should read as follows: Park Kerr to the Empowerment Zone Advisory Board by Representative Ann Morgan Lilly, District 1

SPECIAL INSTRUCTIONS: Category: For-profit business owner

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Empowerment Zone Advisory Board

NOMINATED BY: Rep. Ann Morgan Lilly DISTRICT: 1

NAME OF APPOINTEE Park Kerr
(Please verify correct spelling of name)

BUSINESS ADDRESS: 909 Texas Avenue

CITY: El Paso ST: TX ZIP: 79901 PHONE: 915-544-3434

HOME ADDRESS: 909 Texas Avenue

CITY: El Paso ST: TX ZIP: 79901 PHONE: _____

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: 9/11/07

EXPIRATION DATE OF NEW APPOINTEE: 9/11/09

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

2nd TERM: _____

UNEXPIRED TERM: _____

W. Park Kerr

He's been called everything from the "Martha Stewart of the Border" to the "Drew Carey of Salsa." Co-founder of the remarkably successful El Paso Chile Company, Park Kerr has been known to wear many hats --- some ten gallon --- and many aprons --- in his nearly 20 years in the food business. The energetic and affable food producer, cookbook author and media spokesman is the creative center of the family-owned, El Paso-based, specialty food company.

A ninth generation Texan, Kerr grew up in El Paso on the U.S.-Mexico border and has known and loved chiles all his life. He and his mother, Norma Kerr, started the El Paso Chile Company in 1980, selling dried chile wreaths and ristras. An artisan salsa called Salsa Primera, became the foundation of today's multi-million dollar business, which now includes separate labels with a total of over 80 specialty items. They were the first company in the business to produce a product like Salsa Primera.

From formulating the unique recipes to designing the award-winning packaging, Park Kerr oversees every step of the product development process at the El Paso Chile Company. His passion for spicy border foods has led to some of the company's best-selling products, including Hellfire & Damnation™ Hot Sauce, Sweet Texas Fire™ honey mustard and Snakebite Salsa™. He together with his mother, his sister Monica, and her husband Sean Henschel, personally oversee every batch of their handmade salsas and foods.

Kerr is quick to point out the El Paso Chile Company is not about salsa, it's about lifestyle: "Our customers are busy and food savvy; they want premium natural ingredients, big bold flavors, and open-and-eat convenience." To keep abreast of trends, Kerr regularly travels around the world seeking out new flavor combinations. Nearly every Sunday he crosses the border to Juarez to visit the Cuauhtémoc Market, whose open-air food stalls he considers the best source of his inspiration.

Kerr is the author of six cookbooks: *The El Paso Chile Company's Texas Border Cookbook*, *The El Paso Chile Company's Burning Desires* (both of which made national best-seller lists), *Beans, Chiles and Tortillas* and the latest *Sizzlin' Suppers*. All are published by William Morrow Company.

A frequent contributor to national food and travel magazines, articles by or about Park Kerr have appeared in *Saveur*, *Food & Wine*, *Bon Appetit*, *Fine Cooking*, *On The Grill*, *Men's Health*, *Travel & Leisure* and *Southern Living*. The rise of The El Paso Chile Company has even been profiled in *Forbes*. Kerr has also appeared on a number of national television shows, including *Good Morning America*, *CBS This Morning*, *The Home Show*, *Our Home* and on *The Television Food Network*.

Over the years, Park Kerr has become the defacto national spokesperson for the City of El Paso and unofficial ambassador for Border Cuisine. In 1996 he brought the international Oldways Conference on Healthy Latin American Diets to El Paso and Juarez. He also participated in "Guardia de la Cocina," an effort to honor and preserve traditional foodways. El Paso is the only city in the United States to have such a program.

An active member in the International Association of Culinary Professionals, Kerr was recently named a "Friend of the Foundation" in recognition of his dedication to the organization.