DATE: August 29, 2011

TO: City Clerk

FROM: Mayor John F. Cook

ADDRESS 2 Civic Center Plaza 10th Floor, El Paso, TX TELEPHONE 915-541-4145

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

Agenda for the Council Meeting of September 13, 2011

Item should read as follows: Re-Appointment of Laurie Paternoster to the Greater El Paso Civic, Convention and Tourism Advisory Board by Mayor John F. Cook.

SPECIAL INSTRUCTIONS:

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

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

NOMINATED BY: John F. Cook DISTRICT: Mayor

NAME OF APPOINTEE Laurie Paternoster
(Please verify correct spelling of name)

BUSINESS ADDRESS: 300 W. San Antonio

CITY: El Paso ST: TX ZIP: PHONE:

HOME ADDRESS:

CITY: El Paso ST: TX ZIP: PHONE:

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

NAME OF INCUMBENT: Re-appointment

EXPIRATION DATE OF INCUMBENT: 09/04/2010

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

CITY COUNCIL APPROVAL DATE: 09/13/2011

TERM BEGINS ON : 09/04/2010

EXPIRATION DATE OF NEW APPOINTEE: 09/04/2012

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

Laurie Paternoster

El Paso, Texas

Professional

Co-Founder and Marketing Director

Lynx Exhibits, 300 W. San Antonio, El Paso, Texas, 79901, 915-533-4330

Lynx is a private museum and traveling exhibit hall currently displaying Mazes & Motion, our eighth exhibit. I am responsible for all public relations, marketing and advertising, as well as daily operations of the exhibit hall.

Founded in 2007, Lynx attracts more than 40,000 visitors a year. The company was named a 2008 Future 15 Emerging Business by the El Paso Hispanic Chamber of Commerce and was voted Best Summer Camp 2008 and Best Field Trip 2009 by readers of El Paso Magazine.

Founder and president

Our Father's Foundation, 301 W. Overland, El Paso, Texas 79901.

Our Father's Foundation is a private family foundation created in 2003. Its mission is to support innovative and effective El Paso area programs that empower women and children by helping women establish economic self-sufficiency and by bettering the lives of children in need.

Work History

Writer/communications consultant, 2001-2007

Served as spokesperson for former Mayor Carlos Ramirez and Kenna Ramirez. Project manager for a variety of community projects such as Christmas Wonderland in 2001 and First Ladies Children's Summit in 1999.

Received Mayor's Award for the Christmas Wonderland event, which brought 30,000 predominantly underprivileged children into a warehouse of animated holiday scenes and provided them with hands-on workshops focusing on cultures around the world, dance and music performances and a hot lunch.

First Ladies Summit brought then Texas First Lady Laura Bush to El Paso to meet with the wives of state and local dignitaries in Texas and the Mexican states along the border.

Business Editor/Assistant Managing Editor, 1995-1999

El Paso Times, P.O. Drawer 20, EL Paso, TX 79901

Named Business Editor for the El Paso Times in 1995, became Assistant Managing Editor in 1997.

Selected for Leadership El Paso in 1996, awarded SBA District Media Advocate in 1996, received Keep it In El Paso award from Hispanic Chamber in 1997, named El Paso Times Manager of the Year in 1997. Became assistant managing editor of the Times in 1998.

Assistant Regional Administrator for Public Affairs and Communications and Assistant Regional Administrator for Women's Business Development, 1992-1995
U.S. Small Business Administration Regional Office, Denver, Colorado
Also spent several terms as acting deputy regional administrator and acting regional administrator.

Handled international and national publicity for SBA's Rocky Mountain Trade Corridor Conference in September 1993 for US, Canada and Mexico.
Coordinated SBA Town Hall multi-state meeting in 1993 for then-First Lady Hillary Bush and SBA Administrator Erskine Bowles.

Served as regional office liaison to the Governor's Small Business Council in Colorado, the Minority Business Advisory Council and the Women's Economic Development Council.

Coordinated regional SBA awards program for small businesses, presented multiple workshops on writing tips and press releases for agency staff, wrote the agency's Congressional Briefing Book. Created agency's first crisis management plan for dealing with press and public.

Earned several special awards and commendations from the SBA. Appointed by then Colorado Gov. Roy Romer to chair the state Women's Economic Development Council which then created the first permanent state Women's Business Office (requiring legislative approval), sponsored the first statewide summit of all women's organizations resulting in a list of implementable goals for the governor, and created the first Camp for Entrepreneurs, teaching high school girls business of owning a business.

Reporter and/or editor for six newspapers 1977-1992
Newspapers include the Denver Business Journal, the Denver Post, The Dallas Morning News, The Houston Post, The El Paso Times and the El Paso Herald-Post.

Community
Active board member, project manager and volunteer whose contributions include establishing the first Teens for a Cure breast cancer awareness program in the Southwest (Susan G. Komen Breast Cancer Foundation – El Paso Affiliate); chairing Leadership El Paso for the Greater El Paso Chamber of Commerce; presiding over the FEMAP Foundation - a binational support of women and children's health and financial programs along the border; helping coordinate the first visit of the Texas Arts Commission Board to El Paso; and helping establish the Women's Fund of El Paso - a visionary network of women helping women. Currently a board member for the YWCA and Coronado High School PTSA, a trainer for the Girl Scouts of the Desert Southwest and a University of Texas at El Paso Miner Mentor.

Professional Associations
Texas Public Relations Association, Public Relations Association of the Southwest, Texas Association of Museums, Border Association of Museums, El Paso Chamber of Commerce, El Paso Hispanic Chamber of Commerce, Leadership Texas, Executive Forum.

Education
Bachelor of Journalism, University of Missouri-Columbia - 1977