

DATE: September 14, 2011

TO: City Clerk

FROM: Mayor John F. Cook

ADDRESS 2 Civic Center Plaza TELEPHONE (915) 541-4145

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

Agenda for the Council Meeting of September 27, 2011

Item should read as follows: Appointment of Homar Niestas to the Tax Increment Reinvestment Zone Number 5 by Mayor John F. Cook.

SPECIAL INSTRUCTIONS: _____

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Tax Increment Reinvestment Zone Number 5

NOMINATED BY: John F. Cook DISTRICT: Mayor

NAME OF APPOINTEE Homar Niestas
(Please verify correct spelling of name)

BUSINESS ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

HOME ADDRESS: _____

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

Email: _____

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

NAME OF INCUMBENT: Rebecca Friesenhahn

EXPIRATION DATE OF INCUMBENT: 07/10/2011

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

CITY COUNCIL APPROVAL DATE: 09/27/2011

TERM BEGINS ON : 07/10/2011

EXPIRATION DATE OF NEW APPOINTEE: 07/10/2013

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

2nd TERM: _____

UNEXPIRED TERM: _____

Homar Niestas

El Paso Tx

Professional Summary

MBA with excellent communication skills, corporate work experience, and leadership ability. Accustomed to results oriented business atmosphere. Self starter capable of succeeding in an autonomous business environment.

Education

The University of Texas at El Paso
Bachelors in Business Administration

Finance

December 2001

Management

December 2001

Accounting

December 2009

The University of Texas at El Paso
Masters in Business Administration

Concentration in Finance

December 2008

Work Experience

JDW Insurance

EL Paso, Tx

Assistant Controller

June, 2010- Present

- Supervise company payables, vendor payables, accounts receivables and cash reconciliations
- Assist CFO to establish and improve financial internal control systems
- Monitor compliance with accounting policies and procedures
- Prepare work papers for outside auditors
- Prepare all Accounting/ Financial Statements for JDW and subsidiary companies

Philip Morris USA

El Paso, TX

Territory Sales Manager

July, 2002 – Jan, 2009

- Established a consultative relationship with 3 regional Key Accounts totaling 45 stores and in turn increased their return on investment through effective inventory management
- Provide sales reports for 38 local store owners and create action plans to increase sales in their tobacco category
- Work closely with 9 other account managers to ensure distribution and sales objectives are met for 67 accounts
- Provide timely feedback to clients and status reports to supervisors to identify and resolve issues regarding payments, contract level changes and promotional resources
- Generated approximately 10 million dollars in annual sales

- Increased Philip Morris revenues by over \$300K in 3rd quarter 2008 in a declining industry
- Created an infrastructure which developed better communication between Philip Morris, retailers, and wholesalers for new brand launches which was adopted section wide
- Conduct interviews, training, performance evaluations, and performance feedback for new hires and interns
- Exceeded sales objectives and customer service earning 6 service awards

Wells Fargo Financial

El Paso, TX

Credit Manager

Feb 2002 – July 2002

- Assessed financial risk of customers to determine credit worthiness
- Communicated regularly with clients to determine which financial vehicle best suits their needs
- Prepared reports for customers to demonstrate the monetary benefits of Wells Fargo products

Southwest Airlines

El Paso, TX

Marketing Intern

Aug. 2001- Dec. 2001

- Coordinated marketing events directed toward attracting college students to enroll in the Southwest airlines rapid rewards program
- Conducted informative sessions to increase awareness of employment opportunities and business services offered by Southwest to UTEP students
- Assisted business team in marketing sales event preparations

Prudential Financial

El Paso, TX

Marketing Associate

Jan. 1999- Feb. 2002

- Headed local department of Property and Casualty insurance
- Partnered with 10 agents to cross sell insurance and financial products
- Facilitated informative seminars for investment opportunities

Special Skills

- Strong accounting and financial skills
- Autonomous self-starter with the capacity to motivate and lead others
- Use time and resources effectively in order to exceed client expectations
- Ability to provide clear and concise communication of issues and ideas
- Experienced in Real Estate development and property management
- Fluent in English and Spanish
- Leadership El Paso Class 32