

DATE: 09-23-2008

TO: City Clerk

FROM: Mayor John Cook

ADDRESS 2 Civic Center Plaza, El Paso, Texas 79901 TELEPHONE 915-541-4145

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

Agenda for the Council Meeting of September 30, 2008

Item should read as follows: Re-appointment of Edith Zuvanich to the Empowerment Zone Advisory Board by Mayor John Cook.

SPECIAL INSTRUCTIONS: _____

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

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

NOMINATED BY: Mayor John Cook DISTRICT: Mayor

NAME OF APPOINTEE Edith Zuvanich
(Please verify correct spelling of name)

BUSINESS ADDRESS: 112 E. Overland Ave.

CITY: El Paso ST: TX ZIP: 79901 PHONE: 915-533-0113

HOME ADDRESS: _____

CITY: El Paso ST: TX ZIP: 79936 PHONE: _____

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

NAME OF INCUMBENT: Edith Zuvanich

EXPIRATION DATE OF INCUMBENT: 10-02-2008

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

DATE OF APPOINTMENT: 10-02-2008

EXPIRATION DATE OF NEW APPOINTEE: 10-02-2010

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

EDITH L. ZUVANICH

Twenty Years of Professional Experience Reaching the People of El Paso, Juarez and Las Cruces

In my 20-year professional career in El Paso, I have been privileged to have inside access to many of the organizations that define how businesses, non-profit organizations and governmental agencies work to improve quality of life for families throughout the region, including:

- Housing Authority of El Paso
- Texas Tech Medical Center
- Begin at Birth
- Texas Department of Health
- NM Council on Problem Gaming
- Thomason Hospital
- El Paso First CHIP
- Paso del Norte Health Foundation
- Humane Society of El Paso
- Upper Rio Grande @ Work

PROFESSIONAL EXPERIENCE

DIRECTOR OF SALES AND MARKETING, 2005 – Present

STARR WESTERN WEAR and UNION FASHION, El Paso Texas

Define strategy for and develop, execute, and manage comprehensive marketing plan encompassing integrated marketing initiatives designed to penetrate and grow targeted markets. Define and execute public relations programs and objectives. Communicate with customers, management, internal departments, and vendors to coordinate overall marketing effort in accordance with corporate goals. Play integral role in product development activities. Prepare and manage marketing budget. Direct in-house art department and in-house graphics display. Develop creative direction for all advertising. Write and supervise production of all advertising and marketing pieces, including POS, broadcast, print and direct mail. Develop and manage a wide range of marketing tools, including promotional materials and Web site content. Define and evaluate product marketing collateral, programs, and analyses. Provide leadership and direction to marketing associates to guide the creation of marketing materials and ensure congruence with objectives.

BUSINESS TO BUSINESS MARKETING DIRECTOR, 2004-2005

SOUTHWEST NUT COMPANY, Fabens Texas

Developed and implemented business-to-business advertising for the largest pecan processor in the country. Developed new customer base from non-traditional sources. Direct sales calls to prospective customers throughout the country. Provided complete oversight and customer service of my direct client customer base. Created tradeshow strategy and marketing materials. Worked with budgeting and finance. Successfully maintained and increased client base by designing and implementing strategic customer retention projects.

...Continued...

*Professional Experience Continued***VICE-PRESIDENT/CREATIVE DIRECTOR, 1988 – 2004**

THE LASTER GROUP, El Paso, Texas

Began in Public Relations, promoted to Creative Director in 1992, promoted to Vice-President in 1994. Worked with local and regional clients in the healthcare, financial, retail and non-profit industries to meet goals and further their missions within the region. Developed and led diverse team of professional artists, writers and video producers/editors to become one of the top three advertising agencies in the city. Researched and developed successful in-house studio including creation of business plan, hiring of staff and revenue stream management.

COPY WRITER/OPERATIONS MANAGER, 1986 – 1988

WQXE FM RADIO, Elizabethtown, Kentucky

COMPUTER OPERATOR, 1981-1986

FRONTIER FEDERAL SAVINGS AND LOAN, Ponca City, Oklahoma

EDUCATION & CREDENTIALS

High School Diploma, 1979 • Andress High School, El Paso Texas**A.S. in Computer Sciences, 1983 • Northern Oklahoma College, Tonkawa Oklahoma****B.S. in Advertising and Public Relations, 1986 • Oklahoma State University, Stillwater Oklahoma****Masters Certificate, 2006 • Tulane University, Freeman School of Business****Leadership El Paso • Class 22**

MOST RECENT VOLUNTEER EXPERIENCE

Military Mission Coordinator, Vista Ysleta UMC 2006-present**Showtime El Paso, Board of Directors 2001-2004****Unified Downtown Redevelopment Coalition, President 2006-2007****Land Grab Opponents of El Paso, Board Member 2006-present**