

DATE: October 15, 2013

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 October 22, 2013

Item should read as follows: Appointment of Irene Silva Pistella to the Greater El Paso Civic, Convention and Tourism Advisory Board by Representative Larry Romero, 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 Larry Romero DISTRICT: 2

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

E-MAIL ADDRESS: Irene_Pistella@deanfoods.com

BUSINESS ADDRESS: 600 N. Piedras

CITY: El Paso ST: TX ZIP: 79903 PHONE: 915-565-2711

HOME ADDRESS: _____

CITY: _____ ST: _____ 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: 08/06/13

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

DATE OF APPOINTMENT: 10/22/2013

TERM BEGINS ON : 08/7/2013

EXPIRATION DATE OF NEW APPOINTEE: 08/6/2015

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

Irene Silva Pistella

Education:

Austin High School
University of Texas at El Paso – Associates Degree in Allied Health 1975
University of Colorado at Boulder, BA in Marketing 1980
Continuing Education courses at University of Texas at El Paso

Employment:

Price's Creameries/Dean Foods	1998 to Present	Marketing Director
KDBC T.V. an ABC affiliate	1996 to 1998	Promotions Director
Whataburger/Taco Cabana	1992 to 1996	Marketing Director
Market Image	1988 to 1992	Owner of Agency
State National Bank (Wells Fargo)	1976 to 1987	V.P. Marketing

References:

Gene Carrejo, General Manager – Price's Creameries	(915) 565-2711
Musette Bracher, Marketing – GECU	(915) 774-1760
Kay Anderson – ASR, Komen Foundation	(888) 782-7607

Personal:

Married to Andrew and have two boys; Christian 16, attends Cathedral High School and Jonathan 12, attends St. Joseph School

Parish:

Registered with St. Joseph...but for the last 2 ½ years we've been attend the Life Teen Mass at St. Matthews with Father David

Volunteer:

St. Joseph School
Board member since 2004
Member of different fundraising committees
Cathedra High School
Co-Chair Irish Run 2005
Las Palmas Healthcare
Board member of the Women's Advisory Board since 2005
Susan G. Komen for the Cure, El Paso Affiliate
Volunteer since 1994 - present
Susan G. Komen for the Cure, National
Member of the National Hispanic/Latina Advisory Board since 2004
Creative Kids
Board member since 2006
El Paso Sun Bowl
1985-1998 Board Member, Marketing V.P., Parade Chair,
Half-Time Chair, Media Host Committee
Leadership El Paso 1998-2001