

DATE: 11/20/13

TO: City Clerk

FROM: Representative Ann Morgan Lilly

ADDRESS: 300 N. Campbell

TELEPHONE 915-541-4886

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

Agenda for the Council Meeting of Tuesday, December 3, 2013

Item should read as follows: Edith Brannon to the City Plan Commission by Representative Ann Morgan Lilly

**BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM**

NAME OF BOARD/COMMITTEE/COMMISSION: City Plan Commission

NOMINATED BY: Representative Ann Morgan Lilly

DISTRICT: 1

NAME OF APPOINTEE Edith Brannon

(Please verify correct spelling of name)

E-MAIL ADDRESS: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

CITY: El Paso ST: TX 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: Larry Nance

EXPIRATION DATE OF INCUMBENT: 11/03/2013

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

DATE OF APPOINTMENT: 12/03/2013

TERM BEGINS ON: 12/03/2013

EXPIRATION DATE OF NEW APPOINTEE: 12/03/2015

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: XX

2<sup>nd</sup> TERM: \_\_\_\_\_

UNEXPIRED TERM: \_\_\_\_\_

October 17, 2013

EDITH SCHWARTZ BRANNON

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**RETIRED**

- Tutor Charles middle School two days a week

May 2011

Jan 2012

**EPISD TEACHER/Literacy Coach** – Teacher- Henderson Middle School

1997-2011

- Named Campus Literacy Coach 2005-2011
- Chairperson of Campus Improvement Team 2004-2007, 2009-2010
- Campus Improvement Team 2001-2011
- Certified Staff Developer for the Strategic Instruction Model, University of Kansas Center for Research and Learning. Staff Developer for the Writing Strand: Trample the TAKS, which covers the modules of Sentence Writing, Paragraph Writing, and Theme Writing.
- District Staff Developer for Accommodations and Modifications
- District Staff Developer for the SIM Instruction Model and for Modifications and accommodations.
- Department Chair Special Education- 5 years
- Instrumental in getting a grant privately funded for \$10,000 for listening/reading centers to support reluctant readers.
- Texas Educator Certifications in Reading/English (4-12), English as a Second Language (ESL), and Special Education (SPED)

**BRANNON'S APPAREL, INC. / MALIBU CLOTHING CO.**

April 1996 to 2002

- Established Brannon's Apparel Inc./Malibu Clothing Co., in April of 1996 featuring women's contemporary fashions.
- Served as **President and Treasurer.**
- Left the company to join EPISD.

**THE POPULAR**

1969 -1996

**PRESIDENT, CHIEF OPERATING OFFICER (COO)**

April 1992 to Feb. 1996

President and chief operating officer for The Popular, a full-line department store with 800 employees, four locations, a distribution center and sales of \$50,000,000. Held the position until the Company was sold in 1995. Keen understanding of the U.S./Mexico border economy and consumer. Developed annual corporate goals and marketing plans. Responsible for administration, budgeting, expense control and payroll for the stores, distribution center, human resources, training, benefits, maintenance, loss prevention, visual and store planning. Successful record in capital improvements and management of renovation projects. Implemented cost-savings programs, consistently increasing corporate profits. Exceptionally skilled in management and motivation with a broad understanding of a customer-driven business.

**EXPERIENCE**

Planned and directed marketing and advertising campaigns focused on the U.S./Mexico border consumer. Directed Expense Control program resulting in expense savings of \$1,300,000 or 13.7%. Implemented a new loss-prevention program resulting in reduction of shrinkage from 2.69% to 2.02% of sales. Negotiated for and managed the implementation of a full management information system, including the following modules:

Merchandising  
General Ledger and Financials  
Basic Stock replenishment

Accounts Payable  
Receiving and Marking  
Purchase Order Management

**SENIOR VICE PRESIDENT OF STORE OPERATIONS**  
1992

June 1989 to April

Implemented a Preferred Provider Organization for the Company's health plan, resulting in an expense decrease of 53% or \$542,700.  
Implemented a safety and job-related injury program as part of the rejection of the Texas Workers' Compensation Act  
Corporate expense due to job related injury dropped from \$1.2 million to \$250,000.

**VICE PRESIDENT, GENERAL MERCHANDISE MANAGER**

June 1987 to June 1989

Managed all merchandise divisions, including Women's, Men's, Children's, Accessories, Shoes, Intimate Apparel and the Home Store.

Managed five Divisional Merchandise Managers, 27 Buyers and their staffs as well as the Visual and Store Planning departments with eleven employees.

Planned and managed the construction of a new 126,000 square-foot Sunland Park branch opened August 1988, as well as a 55,000 square foot North Park branch which re-opened in November of 1988. Directed the projects from initial sales plans to final blue line plans. Managed interior fixture contractors through construction to opening.

**VICE PRESIDENT, CORPORATE SECRETARY**

April 1985 to June 1987

**TREASURER**

April 1983 to April 1985

**MEMBER, BOARD OF DIRECTORS, CORPORATE SECRETARY**

April 1982 to April 1983

**MERCHANDISE DIRECTOR**

1979 to 1987

**BUYER DRESSES, WOMEN'S SPORTSWEAR & MATERNITY**

1976 to 1979

**FASHION ACCESSORIES BUYER**

1970 to 1976

**AREA SALES MANAGER**

1969 to 1970

**EDUCATION AND SKILLS**

Bachelor of Arts degree in Latin American Studies from Pitzer College of Claremont, California

Certification in Special Education, English/Reading 4-8 and 8-12, Reading, English as a Second Language

**LIST OF ACTIVITIES AND AWARDS ATTACHED**

**EDITH SCHWARTZ BRANNON**

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**CIVIC ACTIVITIES AND AWARDS**

- Henderson Middle School PTA recognition award-May 2008—(Henderson Middle School PTA recognizes Edith Brannon for her total support of Henderson Middle School)
- Board of Trustees Temple Mt Sinai – 2003, 2004
- Chairman- El Paso Opera Encores and Overtures – 2000, 2001
- President - El Paso Opera – 1998-2000
- Board Member El Paso Opera – 1996- 1998
- “Conquistador Award”, City of El Paso 1997
- Civil Service Commission, City of El Paso , Chairperson, 1991 and 1993,
- Civil Service Commission, City of El Paso, 1991-1997, (Suzie Azar, Appointee and Larry Francis, Mayoral Appointee)
- “Women of Distinction Award”, Soroptimist International, 1994-1995
- Member, Pan American Round Table, 1995
- Race For The Cure, to benefit research and early detection of Breast Cancer, Susan G. Koman Foundation and the El Paso Branch of Texas Tech University, 1993-1994, served as partner
- Viva! El Paso Board of Directors, 1992-1996
- Chairman, Production Committee, Viva! El Paso 1995
- Chairman, Facilities Committee, Viva! El Paso, 1996
- Steering Committee, El Paso’s Economic Development Strategies, 1994
- Challenge Committee, Chamber of Commerce, New Business, 1992
- Curriculum Implementation Committee, El Paso Independent School district
- Vice Chairman, Board of Directors, El Paso Lighthouse for the Blind
- Development Chair, El Paso Arts Alliance, 1985-86
- Director, Better Business Bureau of El Paso
- President and member, El Paso Executive Forum, 1983 to present
- “REACH Award-Business,” YWCA, 1981 and 1983
- Past Member, Junior League of El Paso

October 17, 2013

## REFERENCES

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Henderson Middle School  
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