

October 25 – 27

EL PASO EVERYWHERE

HOMECOMING 2019





2019 Chairs and Planning Committee

El Paso Everywhere and One Region One Table are brought to you by Progressors. A special thank you to this year's committee members.

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Welcome!

OCTOBER 2019

Dear Expats,

Welcome home! We are thrilled to host you for our inaugural El Paso Everywhere: Homecoming weekend. Progress321 is proud to present this experiential weekend with its partners, including our title sponsor, Microsoft. Progress321 was founded in 2014 by a group of "purpose-driven professionals" who saw the potential for our city to evolve by harnessing what makes this community unique. Many of our founders were boomerangs—those who left and returned to the region—just as many of our members share the same experience.



El Paso Everywhere was a concept brought to us by a dear friend, Andy Krafur (*seen above, center*), who passed in 2019. Andy was a native of Detroit but passionate about the El Paso community, a place he called home as an entrepreneur and philanthropist. Andy attended the Detroit Homecoming event and saw the potential to create a similar experience for the El Paso/Las Cruces/Juárez region with the goal of reconnecting individuals to the city that made them. After a few exploratory meetings, Andy entrusted this vision to Progress321, and we are proudly hosting this event in his memory.

The goal of this weekend is to show you how much the region has transformed in recent years through a carefully curated program with behind-the-curtain access to leaders, innovators and creatives from El Paso, Cd. Juárez and Las Cruces. We want to demonstrate ways that you can meaningfully stay connected with the city that made you in a way that leverages your skills and experience—whether it's expanding your business here, supporting charitable efforts, starting your own El Paso chapter back home, or mentoring startups. There are so many ways to support the progress in the region, and we are excited to explore the possibilities with you!

Enjoy your time back in the region! Make meaningful connections with your fellow expats and locals, and remember to look for ways to harness your talent, expertise, treasure and networks to keep up the momentum in our beautiful home.



Laurie Banitch
P321 Board President
El Paso Everywhere Co-Chair



Mike Guerra
P321 Past Board President
El Paso Everywhere Co-Chair

Our Goal for the Weekend

We want you to stay connected.

The most important takeaway from our time in Detroit was the emphasis that was placed on creative ways to support the continued growth and development of that community. Expats were not only encouraged to move back—they were encouraged to consider their talents, expertise and networks to identify creative ways to support the city. While we'd love to have you back, sometimes an expat can be even more helpful from where they are in another city.

We encourage you to think outside of the box in how you will stay connected to this region as you hear stories about our talent, industry growth and redevelopment renaissance happening in neighborhoods around the community.

Create an "El Paso in..." Chapter: The El Paso Community Foundation is ready to support new networks across the country (and world!) to keep El Pasoans connected to each other.

Launch a new venture: Our region has a collaborative approach to bolstering entrepreneurship through several types of organizations. From high tech incubators to coworking spaces, we know that growth starts with cultivating a culture of innovation.

Relocate or expand your business: Our partners at the Borderplex Alliance, City and County work with companies of any size to find talent, space and incentives. Our network of partners dedicated to Economic Development have success stories

ranging from small startups looking to harness talent to large multinationals expanding to employ over 2,000 people each.

Collaborate with our Universities: UTEP, Texas Tech and NMSU produce top-talent that can compete in any market. Talk to our University representatives about ways to connect your company or employer to our talent pipeline and research capabilities.

Invest in Real Estate: So many areas of our community are blooming while keeping true to their roots. From the far east side to Canutillo, we are seeing construction for new commercial centers and housing. Revitalization is in the air in historic neighborhoods including Downtown, Sunset Heights, Five Points and the Substation. Inquire with our real estate advisors to learn more about the kinds of opportunities available.

Consulting or In-Kind Contributions: Some local organizations and small businesses could use your talent and expertise. Talk to any of our Progress321 ambassadors to learn more about how you can mentor a startup or help a nonprofit using your experience.

Itinerary

FRIDAY, OCTOBER 25, 2019

- 3:00 – 5:00 PM Registration, Hotel Indigo
- 5:00 PM – 7:00 PM Welcome Mixer with Mayor Dee Margo & First Lady Adair Margo, County Judge Ricardo Samaniego & Progressors, Mamacitas at Hotel Indigo
- 7:00 PM Downtown Taco Tour
- 9:00 PM After Party, International

SATURDAY, OCTOBER 26, 2019

- 6:30 AM Morning Hike at Palisades with Congresswoman Veronica Escobar
- 9:00 AM Registration and breakfast, El Paso Museum of Art
- 9:30 AM Kickoff Ceremony, El Paso Museum of Art
 - Keynote Speaker
 - What's Changed
- 10:00 AM – 12:15 PM Panel Discussions, El Paso Museum of Art
 - How We Keep Development True to Our Identity
 - Binational Industry & Talent: Workforce & Innovation
 - Expat's Trajectory: Women in Media
- 12:15 PM – 1:30 PM Lunch Break Workshop: *How Can I Engage?*
- 1:30 PM – 3:00 PM Downtown Walking Tour
- 6:00 PM – 11:00 PM One Region One Table, Downtown El Paso
- 11:00 PM One Region One Table After Party, Later Later

FRIDAY, OCTOBER 27, 2019

- 10:00 AM – 11:30 PM Sunday Fun Day Farewell Menudo, Montecillo
- Final Keynote Speaker



Simplifying the manufacturing supply chain

Benefits for suppliers:

- Talent development
- Industry connections
- Access to capital
- New business opportunities

Benefits for Manufacturing Industries

- Strengthening supply chain
- Closer product distribution
- Higher efficiency and productivity
- Access to regional vendors

The Bridge Accelerator is a rigorous three month full-service accelerator and training program that provides mentoring and business development assistance. Designed for existing successful companies with high growth potential and proven capabilities to become suppliers of large manufacturing companies in the Paso del Norte region (El Paso, Texas – Ciudad Juarez, Mex), the fourth largest manufacturing hub in North America.

- 12 week-rigorous training
- Weekly sessions with experts
- Offsite meetings
- Speaker series
- Pitch training

Weekly sessions held at Technology HUB in Ciudad Juarez, Mexico and at The Hub of Human Innovation in El Paso, Texas.

The Bridge Accelerator
www.tb-xl.com

Call or email us:
+ 1 (915) 257 76 00 ext. 154
estefania@t-hub.mx

Powered by:
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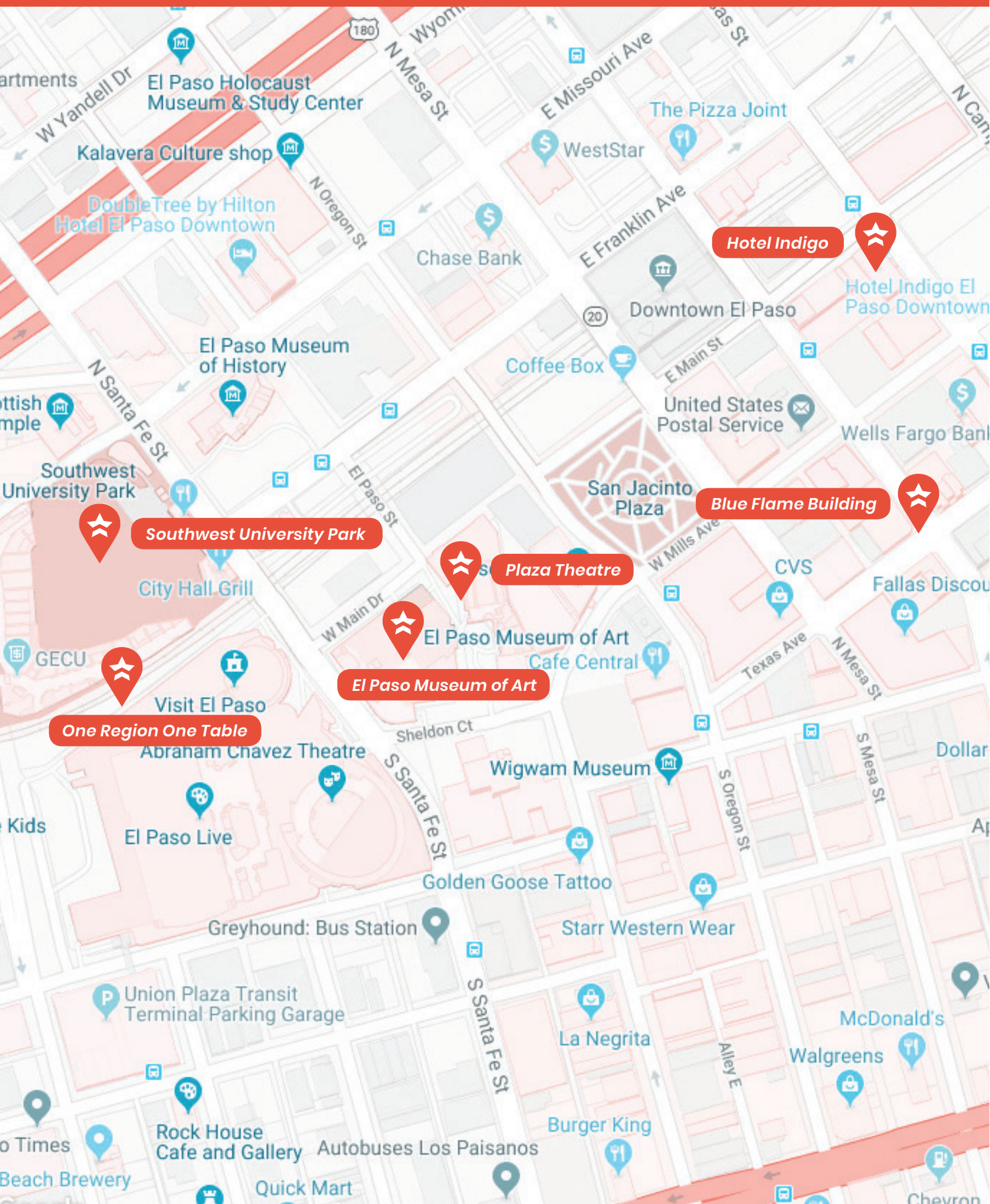
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Conectando Mentes

 **the hub**
of human innovation

TheBridgeaccelerator

Binational Supplier Development Program



One Region: Industry & Development

HEALTHCARE

Medical Center of the Americas

The Medical Center of the Americas Foundation legally formed in 2006, but its origins trace back to the late 1990s, when El Paso business, civic and government leaders moved forward on a plan to transform the region's economy, which was primarily comprised of low-wage, low-skill jobs.

Understanding a critical need for improved health care in the Paso del Norte region, these leaders envisioned a health care "center of excellence" in the heart of the city—a home to a medical university, teaching hospitals, community clinics, and biotech research parks. This "life sciences hub" would create high-skill, high-wage jobs, produce highly trained health professionals, and attract investment in biotech to kick-start a major transformation of the region's economy, while improving health care for the region's residents.

Today, this vision has become reality—the MCA now leads the development of a 440-acre medical and biotech campus in South Central El Paso, home to Texas Tech University Health Sciences Center El Paso, University Medical Center of El Paso, El Paso Children's Hospital, the Cardwell Collaborative research building, and a number of state, county and city organizations focused on health services.

Although they are known for the growing El Paso health care campus off Reynolds Dr., the MCA connects with universities, businesses and entrepreneurs across the Paso del Norte region and beyond with a shared vision of health care innovation and economic prosperity. (mcamericas.org)

The Hospitals of Providence (Tenet)

The Hospitals of Providence is the city's largest private healthcare provider and second largest private-sector employer behind Walmart. The network is headed locally by Nicolas "Nico" Tejeda, 39, and operates four major hospitals and two microhospitals, along with numerous medical centers for a total of over 53 health care access points.

Since the mid-90s, Tenet has invested more than \$1 billion in El Paso. That includes a new \$180 million hospital on Transmountain Dr., a \$120 million project to update the Sierra and Memorial hospitals and the construction of the Far East hospital off Edgemere, which was later expanded. (*El Paso Inc.*)

Texas Tech Medical School

The medical school welcomed its inaugural class of 40 students in 2009. Texas Tech University Health Sciences Center El Paso now also includes the Gayle Greve Hunt School of Nursing and Graduate School of Biomedical Sciences. A new dental school is expected to welcome its first class of students in 2021. (*El Paso Inc.*)

El Paso Children's Hospital

El Paso opened its first and only not-for-profit dedicated children's hospital in 2012. El Paso Children's Hospital has served over 100,000 unique patients—one in two El Paso children. Specialty care and physician recruitment are on the rise. Children from all over the United States and foreign countries (including and outside of Mexico) now come to El Paso for specialty care.

TRANSPORTATION

Regional Mobility Authority

- **Sun Cycle Bike Share Program**
- **The 2008 Comprehensive Mobility Plan** – About \$1 billion of transportation projects: roadways, aesthetic improvements to the I-10 corridor, bus rapid transit, and proposed toll projects.
- **Spur 601** – The State Spur 601, or the Liberty Expressway, is a 7.4-mile, 6 lane freeway that runs from US 54 (Patriot Freeway) in El Paso eastward to Loop 375 (Purple Heart Memorial Freeway), just south of the Fort Bliss Military Reservation. Completed in January 2011.
- **Americas Interchange Project** – The “East Side Spaghetti Bowl”
- **Spur 1966** – This connects Schuster Avenue on UTEP’s campus with Paisano Drive via a bridge over I-10. It was in honor of the national champion Texas Western basketball team of 1966.
- **I-10 Airway Aesthetics** – Aesthetic enhancements to the I-10 overpass at Airway Boulevard, both to the bridge structure, as well as landscaping to areas along the mainlanes. The design is based on a flight-inspired theme. (crrma.org)

Streetcar

The El Paso streetcar system links the International Bridges, downtown retail areas, convention center, ballpark, Cincinnati Entertainment District, and the University of Texas at El Paso, among other area attractions. Approximately 4.8 miles of track, 27 streetcar stops, street improvements and a vehicle maintenance and storage facility near the existing Sun Metro Downtown Transfer Center. Launched in 2018. (crrma.org)

Glide

Glide Your City is a locally owned scooter startup which began operations in April 2019 in the Downtown/UTEP area. They have positioned themselves as the “friendly” micro-mobility company, working closely with municipal entities and residents before launching, and incurring extra expenses such as hiring ambassadors to make sure scooters look neat and are put away each night. Glide recently secured investors to expand its enterprise to other markets. (*KVIA, El Paso Inc.*)

DOWNTOWN

- **2006** – Plaza Theatre Reopens
- **2008** – First Chalk the Block held in Downtown El Paso
- **2011** – Mills Building renovation completed
- **2011** – First Neon Desert Music Festival held in Downtown El Paso
- **2012** – The Mix mixed use development opens in Union Plaza
- **2012** – Quality of Life Bond Package Approved paving the way for signature downtown projects
- **2014** – Southwest University Park Opens
- **2016** – Hotel Indigo opens
- **2016** – Renovated San Jacinto Plaza Reopens
- **2016** – Martin Building and Essex Alley offer new residential options
- **2016** – First Winterfest is held in Downtown El Paso
- **2017** – ArtSpace Lofts, The 501 and The Savoy add to residential inventory
- **2018** – Franklin Avenue Apartments are completed near ballpark
- **2018** – Urban Courtyard by Marriott, Aloft Hotel, and Stanton House welcome hotel guests
- **2018** – Paseo de Las Luces Corridor Improvement Project Completed

- **2018** – El Paso Streetcar returns to the streets
- **2019** – El Paso Locomotive start their first season
- **2019** – Abdou Building renovated into modern residential building
- **2020** – Plaza Hotel, Paso del Norte Hotel and Blue Flame renovations to be complete

ARTS AND CULTURE

(Select Projects)

Border Tuner

International multimedia artist Rafael Lozano-Hemmer hopes powerful light beams aimed at sparking binational conversations will help bring a better understanding of the complexities and human stories of the United States-Mexico border.

Lozano-Hemmer, 51, a Mexican immigrant living in Montreal, first visited El Paso two years ago, to begin work on a cross-border public art installation, the Border Tuner, an interactive light and sound installation spanning from Bowie High School in El Paso to Chamizal Park in Juarez. It’s scheduled to operate 11 nights from Nov. 14 through Nov. 24. A public test will be done Nov. 13.

People will be able to use a dial at talking/listening stations to control 18 powerful searchlights crisscrossing the border, creating a canopy of lights visible in a 10-mile radius, and linking conversations between people in the two countries. The conversations will be recorded and archived on the website.

“For me, the absolutely most important objective of this project is that new narratives about the border emerge,” Lozano-Hemmer said.

“You immediately understand there’s a connection, a humanity—that’s what I want to see emerge.”

The El Paso Community Foundation and the Rubin Center at the University of Texas at El Paso helped coordinate the project. (*El Paso Times*)

Animo Sin Fronteras Mural

At Mills and Stanton streets Downtown, it depicts Melchor Flores flexing. His son was abducted by Mexican police in 2009, and he’s been fighting for answers and justice since.

Airway Gateway 50-foot Wind Turbines

Turbines, paired with lighted structures are inspired by wind and flight and serve as the gateway to the airport. The colors change with the season, holiday or other occasion.

Don Juan de Oñate Statue

This monument commemorates the 400+ year history of the region. It was built over six years in Mexico City and dedicated in 2007.

Southwest University Clock Tower

A 60-foot clock tower at Southwest University Park features a stained glass mural with more than 20 images that chronicle El Paso’s history.

UTEP Pick Sculptures

Two 40-foot pickaxes along I-10 at UT-El Paso made such an impression that miniature versions were sold to many homes and businesses throughout the city.

International 10K

The U.S.-México 10K illustrates how one community with a political boundary blends itself into one region.

The race starts in El Paso and over the Stanton Street bridge into Ciudad Juarez. 2019 will feature an energetic and lively finish line outside of the MUREF, next to the Monumento JRZ.

MCAD

MCAD was formed in 2005, through the consolidation of two previous departments with overlapping cultural missions: the Museums Department and Arts Resources. With combined

histories, MCAD has 88 years of experience in providing quality cultural programming for El Pasoans and visitors.

A 2017 Americans for the Arts study examining the local non-profit arts sector's support of the El Paso economy showed a \$103.4 million annual impact. That figure includes:

- Support of 4,193 full-time equivalent jobs across sectors
- \$24 million in restaurant and bar revenue
- \$1.8 million in hotel/motel revenue
- \$4.5 million in transportation revenue
- \$5.9 million in local government revenue (MCAD)

Tom Lea Institute

Tom Lea was a twentieth century muralist, illustrator, war correspondent, portraitist, landscapist, novelist and historian. His murals, dating from the 1930s, express the history and character of distinct regions of the United States and are found on the walls of public buildings from Washington, D.C. to El Paso, Texas. As an eye-witness artist correspondent for LIFE magazine during World War II, Tom Lea traveled more than 100,000 miles to record U.S. and Allied soldiers, sailors and airmen waging war worldwide. He wrote and illustrated bestselling novels —The Brave Bulls and The Wonderful Country — that were adapted into Hollywood movies.

Despite his accomplishments, Tom Lea was relatively unknown outside of Texas. His work took him to every continent, but he always returned home to El Paso. Tom Lea never sought the approval of critics or the favors of museum directors. His work was placed primarily in the private collections of his personal friends.

Thomas Calloway Lea III died on January 29, 2001. (Tom Lea Institute)

INNOVATION & TECHNOLOGY

(Select Organizations and Projects)

The Hub of Human Innovation

Hub of Human Innovation launched in 2011 as a hub for the region's innovation and entrepreneurship community, with robust programs to accelerate growth and bring technology to market. The Hub employs its square footage, technology, connections and resources to incubate innovative startups. Its outreach efforts include hosting workshops, seminars, pitch contests and demo days with a focus on increasing high wage jobs in the region.

The Hub's board includes university faculty, non-profit and corporate leadership, public sector administrators and business development stakeholders. (hubep.org)

CoWork Oasis

Locally owned, El Paso's take on the cowork/tech incubator concept launched in 2017 in Downtown El Paso featuring:

- 4,500 sq. ft.
- 50+ shared spaces
- 2 conference rooms up to 6 seats
- Conference room up to 12 seats
- Food & beverage amenities
- Technology amenities, such as: 55" 4K Google JamBoard interactive whiteboard and community-use Chromebooks
- Daily & weekly networking opportunities, monthly workshops with guest speakers from the tech industry

Arrowhead Center, NMSU

Arrowhead's services cover the spectrum of entrepreneurial learning, business creation and growth, and on-campus intellectual property

issues. Arrowhead provides consulting and programs to help innovators and entrepreneurs at all stages of development—from funding to manufacturing.

Fab Lab

Fab Lab El Paso provides community access to digital fabrication tools and resources for skillset learning, workforce training, creative collaboration, prototype development and product manufacture. Fab Lab El Paso is the first in west Texas. It is an entirely grassroots organization and has grown organically with support from the community. Fab Lab offers free STEAM (science, technology, engineering, art, and math) education for kids known as the Fab Kids program, as well as our summer Maker Camp, co-hosted with Maker Media. (Fab Lab El Paso)

UTEP W.M. Keck Center for 3D Innovation

Headquartered at the University of Texas at El Paso, the Keck Center is a lab like no other in the world. The Keck Center features a unique blend of equipment and facilities to perform fundamental and applied research allowing for trailblazing discoveries to be made in limitless arenas of science, including electronics fabrication, materials science, biology, chemistry and many more. The 13,000 square foot, state-of-the-art-on-campus facility houses more than 65 additive manufacturing machines and the second off-campus facility has an additional 17,000 square feet for research, training and economic development. (UTEP)

MIRO cSETR Technology Research and Innovation Acceleration Park (tRIAc)

The University of Texas at El Paso and The County of El Paso collaborated to launch the MIRO cSETR Technology Research and Innovation Acceleration Park (tRIAc) in Fabens, Texas, adjacent to the existing Fabens Airport. The partnership is focused on increasing regional economic prosperity via the new facility, where academic talents from UTEP

will meet industry leaders who have been brought to the location to work on tomorrow's innovations and create new jobs for the area to improve the economy of Fabens and El Paso County as a whole. (UTEP)

Military

Training the modern army—Fort Bliss is positioned with the best air, land and space capabilities, unmatched even by national training centers. We have the largest army facilities for deploying and redeploying non-organic units and personnel worldwide. Our equipment and training plan align with the national defense plan and the division adapts easily to our deployed mission.

Fort Bliss is the home of over 34,000 installation soldiers and was designed as the model army base for amenities for our soldiers and their family members. Fort bliss being is in the heart of El Paso where our members live, work, gain education and enjoy amenities within the city.

- Largest forces command installation in the army at 1.2 million acres
- White sands and Fort Bliss combined consist of 3.3 million contiguous training acres
- Largest maneuver training area in the army – 965k acres; includes interagency training
- Fort Bliss is the largest joint mobilization station in the department of defense
- Testing the latest technology available to the armed forces, joint modernization command
- Only digital air-ground integration range built to full army specifications
- Most energy efficient homes; frontrunner in net zero (energy, water, waste program)
- World's largest inland desalination plant

DOWNTOWN Timeline

WestStar Tower

El Paso's first office tower to open in 40 years is anticipated to open in **late 2020**. The tower will be El Paso's highest building. The anticipated cost is \$85 million.

El Paso Children's Museum

Anticipated open date is **Spring 2021**. The museum is expected to be the most impressive children's museum between Houston and Los Angeles. It will come at a price tag of approximately \$60 million.

Mexican American Cultural Center

Approved in the 2012 municipal bond election, this project will add space to the downtown library to showcase the region's cultural history. It is set to open in **2021**. Its cost will be approximately \$5 million.

2006

2007

2008

2009

2011

2012

2013

2014

2015

2016

2018

2019

Plaza Theatre Reopens – Built in 1930, it closed in 1989. The El Paso Community Foundation led the \$38 million renovation with support from the City of El Paso.

The City of El Paso formally adopts the "Downtown Plan" which seeks to create partnerships between the city and the private sector with downtown revitalization as a stated goal for the region.

The Great Recession hit the country and public and private sector development in El Paso slows down.

Paul Foster reopens the historic Mills Building. When it was built in 1911, it was the tallest concrete building in the world. The cost of the entire renovation (to include the Centre Building and parking garage) are thought to be over \$60 million.

United Bank of El Paso transforms a rundown parking structure into the bank's headquarters, with a 120-foot-high Spanish Colonial tower. (\$12 million)

The city's first municipal park, San Jacinto Park, reopens. Over \$6 million goes into the renovation and redesign, representing the city's commitment to first-class quality of life amenities.

Downtown Deck Park

As TxDOT plans to expand the downtown portion of Interstate 10, El Paso's elected, non-profit, and business leaders are coalescing around the creation of a 10-acre deck park. The anticipated cost is \$160 million and open date would be **2024**.

The 200-room Doubletree Hotel opens, marking the first opening—and most significant investment at \$15 million—of a signature hotel in downtown El Paso in two decades.

Jim Scherr announces the renovation plans for the 17-story blighted International Hotel.

The City of El Paso, in partnership with MountainStar Sports Group, formally agrees that a first-class Triple-A baseball park would be built in Downtown El Paso.

Southwest University Park opens as home to the El Paso Chihuahuas baseball team, occupying the site of the former El Paso City Hall. It represented a new era in downtown development as the public-private effort resulted in a first-class amenity in El Paso's urban core. (\$60 million+)

The 501 Campbell apartments open as the first significant multifamily project in Downtown after the Great Recession. The project adds 82 housing units and costs approximately \$5 million.

The Indigo Hotel opens as the city's first boutique style hotel. The hotel is credited with sparking the current midsize hotel boom in Downtown. (\$15 million)

The Roderick Artspace Lofts open. The El Paso Community Foundation in conjunction with Artspace constructs the multi-use residential and retail space as a place to cultivate local artists. (51 affordable housing units for artists, \$11 million)

El Paso entrepreneur Lane Gaddy opens the Martin Building residential lofts. The project involves the complete renovation of a 100-year-old building which is listed on the National Register of Historic Places. (\$7.4 million)

The renovated Paso Del Norte Hotel and the art deco Plaza Hotel are expected to open (500 rooms, \$150 million)

The City of El Paso reintroduces the historic El Paso streetcars. (\$100 million)

Paseo de las Luces beautifies the historic El Paso Street corridor by widening sidewalks, reintroducing historic lamp posts, adding a canopy of stringed lights and an archway that welcomes residents and visitors to this historic street. (\$4 million)

Hotels open: the Stanton House boutique hotel, Aloft Hotel and the Courtyard by Marriott. (300 rooms, \$40 million)

YOUR AUDIENCE IS LISTENING

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CAMPAIGNS BRANDING BROADCAST WEB DESIGN ENVIRONMENTS

2019 Presenters

Laurie Banitch, Director for Corporate

Engagement, UTEP *P*

JJ Childress, Microsoft Community

Engagement Manager, TechSpark *P*

Bryan Crowe, General Manager, Destination

El Paso *P*

Congresswoman Veronica Escobar

Jessica Herrera, Director, City of El Paso's

Economic & International Development
Department *P*

Natalie Littlefield, Vice President of Strategy,

Borderplex Alliance *P*

Linda Medina-Lopez, Associate Director

of State and District Partnerships, The
College Board *E*

Karla Martinez, Editor in Chief, Vogue Mexico

and Latin America *E*

Vero Martinez, Senior Manager, Bumble *E*

Jessica Meraz, Actress *E*

Shelley Mozelle, Editor-In-Chief, The City

Magazine *P*

Madhavan "Madhi" Nair, President and CEO,

Esperanto Developments

Shawn Ollis, Vice President of Operations,

Prudential *P*

Steve Ortega, Owner, The Law Offices

of Steve Ortega, PLLC

Erik Pavia, Adjunct Professor, UTEP *P*

Eric Pearson, President, El Paso Community

Foundation *P*

Omar Saucedo, Microsoft Community

Engagement Manager Mexico, Techspark

Emma Schwartz, President, MCA Foundation *P*

Nico Tejeda, Market Chief Executive Officer,

The Hospitals of Providence *P*

Jim Ward, Musician and Philanthropist

Zach Zuniga, Director of Care at Home

Division of GrandView Health

P = Progressor, *E* = Expat

2019 Expats



JIM BALDWIN
Singer-Songwriter

Jimmy performs in dusty bars, festivals and historic theaters from Austin to Seattle, San Francisco to Nashville and beyond. His songs reflect the different sounds of his upbringing—classic country, rock, border Norteña, and the spontaneous freestyle of the mariachi street musicians of Juarez. He has gained notoriety through his Motel 6 commercials with Tom Bodett and Corona Beer, which was parodied by Jimmy Fallon on Saturday Night Live.

- Americana Music Top-40 artist
- Three-time, first-round Grammy nominee
- Multiple Clio Award Winner
- International Directorial Award from Win Wenders and Dennis Hopper

Current City: Dallas



JOHN CARBAJAL
Residential Buyer Specialist,
The Trey Group

John spent 20 years working in food and beverage hospitality

on the San Antonio River Walk and has a passion for volunteering. He has served on several boards, including San Antonio River Walk Association, San Antonio Hotel Lodging Association, San Antonio Restaurant Association, University of Houston, SA Advisory Board, Valero Alamo Bowl Committee, St. Phillips Hotel Management Committee & Visit San Antonio. With the Trey Group, John works with investors and developers in residential and commercial real estate.

Current City: San Antonio



HANZEL CORELLA
Chief Experience Officer,
PayOnDelivery

Hanzel left his job as a corporate innovation manager in the retail energy industry to become an entrepreneur. After leading a tech, design and marketing agency dedicated to building mobile apps, he now directs user experience for PayOnDelivery, a fintech startup providing payment and shipping for local marketplaces such as Facebook Marketplace.

- Massachusetts Institute of Technology, Engineering and Economics

Current City: Houston



BIJOU FINNEY
Certified Personal Stylist, Branding
Consultant and Content Creator,
The Velvet Cartel

She has produced custom campaigns for companies such as Red Bull, Razorfish, Lamborghini Austin, OCTO and directed the personal brand strategies of corporate executives and creative entrepreneurs in the US, Canada, and Mexico. The Velvet Cartel provides video production and branding consultation in Central Texas. Their latest documentary is now streaming; check out *The Gentleman Driver* on NETFLIX.

- Texas State University, Fashion Merchandising and Business

Current City: Austin



ALEX FRANCO
Booker, Alex and Sara in the Morning, MIX 94.7

Alex has been a steady morning show personality since 2014, and the show is consistently ranked #1 in ratings with numerous awards. Alex is especially proud that the show has been able to raise hundreds of thousands of dollars for the Dell Children's Medical Center.

- Hanks High School, Class of 1996
- 2019 Trailblazer, El Paso in Austin Network

Current City: Austin



GABY GARCIA
Residential Buyer Specialist, The Trey Group

Gaby has held various management positions for Walmart and Sam's Club, including: senior consultant director for global effectiveness, senior manager of membership, senior management of talent development and senior manager of merchant and membership. Before that, she worked for CompUSA, Univision, Amigo Airsho, Phillip Morris in Mexico City and owned Mango

Café in El Paso. Gaby also holds a patent for a product that warns drivers when small children are left in a car. Gaby attended Burges High School and hopes to move back to El Paso one day.

Current City: Dallas-Ft. Worth Area



ALEJANDRA GONZALEZ
Policy Coordinator, National Security Action

This nonprofit was founded by former national security officials in the Obama administration to advance America's leadership abroad and oppose harmful foreign policies. Alejandra coordinates a project that addresses anticipated national security challenges of 2021.

- University of Texas at Austin: Government, History and Arabic
- National Security Certificate, The Clements Center for National Security
- Clements Center Undergraduate Fellow
- Bill Archer Fellow

Current City: Washington, D.C.



TEJAS KULKARNI
Fault Protection Systems Engineer—Europa Clipper Mission, NASA's Jet Propulsion Laboratory

Tejas was born in Michigan and raised in Michigan, India and El Paso.

- Coronado High School
- University of Texas at Austin, Aerospace Engineering
- Georgia Institute of Technology, Aerospace Engineering (Masters)

Current City: Los Angeles



LINDA MEDINA-LOPEZ
Associate Director of State and District Partnerships, The College Board

Linda helps school districts and regional centers achieve their college readiness goals. She co-founded the El Paso in Austin Network, which provides scholarships to El Paso high school seniors to advance their education in Austin and recognition of outstanding El Pasoans in Austin through the Annual Trailblazer Awards. Linda also founded the Young Hispanic Professional

Association of Austin (YHPAA) and has served on several boards.

- University of Texas at El Paso, Education
- Concordia University, Master in Education with Honors
- Leadership Austin Essential Alum
- Hispanic Austin Leadership Alum
- Featured in People en Español Magazine

Current City: Austin



KARLA MARTINEZ
Editor-In-Chief, Vogue México & Latin America

Karla Martinez de Salas' road to fashion influencer began when she was a little girl in El Paso. Her mom's subscription to "Hola!," a Spanish language style and gossip magazine, helped set her on a course toward an internship with W Magazine after college, and then to the New York Times Magazine, Vogue, Interview Magazine and Elle, before landing at Vogue Mexico. She's earned a reputation for her great work ethic and friendly disposition—a rarity in the notoriously frigid industry. Eventually, Karla caught the eye of Conde Nast, Vogue Mexico's parent company, which wanted to extend its influence south of the border.

- Loretto Academy
- University of Arizona

Current City: Mexico City



VERO MARTINEZ
Americas Event Marketing Senior Manager, Bumble

Veronica oversees the high visibility events and experiential activations for tech start-up and social network disruptor Bumble. She has held prestigious internships at Vogue, Chanel and Cartier and spent six years in marketing with the luxury fashion company Carolina Herrera. Veronica's path took her to the global luxury business Gucci, where she ran brand activations, retail events and philanthropic initiatives across North America.

- Fordham University, Business Administration
- Four-time Marathon Finisher

Current City: New York City



JESSICA MERAZ
Actress

Jessica's interest in theater began at age 7, sparked by UTEP Dinner Theater's production of "Gypsy." She started performing in community theaters and at 18 moved to Hollywood. She has

appeared on several television shows on ABCFamily (*Greek*, *Chasing Life*), TNT (*Major Crimes*) and the CW (*Supergirl*). Jessica is currently working on a VR scripted series and on first original screenplay: a romantic comedy set in El Paso.

- University of Southern California, Theater

Current City: Los Angeles



TESS PASSERO
Marketing, E-Commerce and Product Line Consultant

While working on her masters degree, Tess began an internship at athletic brand Pony Footwear, and eventually became the Global Marketing and PR Director. She later became the Marketing Director for Macbeth Footwear, owned by singer/songwriter Tom DeLonge of Blink-182 and Angels & Airwaves, and managed music ambassadors including members of Green Day, Circa Survive and Taking Back Sunday. Tess currently works as a consultant for private corporations and two television shows and will soon be launching a new hair care line.

- Franklin High School
- University of Texas at Austin's Film School
- San Diego State University, Masters of Business Administration

Current City: San Diego



DANIEL RAMIREZ
Board-Certified Labor and
Employment Attorney

Daniel “Danny” Ramirez represents public and private employers in labor, employment, and immigration matters. He regularly represents companies during high stake ICE raids and helps them implement Form I-9 best practices. Danny’s clients include numerous McDonald’s franchisees, the Metropolitan Transit Authority of Harris County, Houston Community College, and Fircroft, one of the largest technical staffing companies in the world.

- University of Texas Law School
- US Navy Veteran
- Former President, Hispanic Bar Association of Houston
- Certificate of Special U.S. Congressional Recognition
- Leadership Houston
- Multiple Super Lawyer Honors

Current City: Houston



JENNIFER SANCHEZ
Global Marketing and
Communications, Intel

Jennifer was a newspaper journalist for over 10 years, where she earned several awards for her coverage of immigration issues. She has also served stints with the Democratic National Committee and the Hillary for America campaign. Jennifer calls herself a “civic engagement advocate,” and has either founded, directed or served on various nonprofits and organizations focused on community improvement.

- 5th generation “Chicana”
- University of Texas at Austin, News and Public Affairs
- University of Utah, Public Administration
- Advancing Latina Leaders in Nonprofits Fellow
- Georgetown University, Public & Nonprofit Leadership Certificate

Current City: Chandler, Arizona



LORIE STEFANELLI
People Operations Professional,
Autism Speaks

Lorie has 15 years of experience in human resources with CareerBuilder.

com, Bally Total Fitness, The Adler Planetarium and Autism Speaks. She has maintained an interest in volunteerism with organizations such as Make-A-Wish, Big Brothers Big Sisters, the Joffrey Ballet, the Brooklyn Museum, and the American Ballet Theater.

- University of Texas, Electronic Media

Current City: New York City



OLIVIA TROYE
Homeland Security &
Counterterrorism Advisor to the
Vice President of the United States

Olivia is a risk management, national security, and intelligence executive with a combined twenty years of government service and private sector experience, holding leadership roles throughout the Intelligence Community and national security sectors. Olivia has served on the leadership staffs of the Department of Homeland Security, the Department of Defense, the National Counterterrorism Center, the Department of Energy, as well as in the private sector for organizations such as the U.S. Chamber of Commerce.

- University of Pennsylvania
- National Defense University’s School of International Affairs
- Naval Postgraduate School

Current City: Alexandria, Virginia



ALISON WELLS
Coordinator, California
Exposition and State Fair

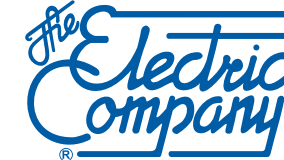
Alison organizes large events highlighting the Best of California in all professional markets with a highlight in Agriculture. She has taught English in Germany and worked with several nonprofits to impact youth development, homelessness, digital literacy, media, marketing, arts, sciences and community building in Sacramento, California.

- 4th generation El Pasoan
- Lincoln Middle School
- University of Oklahoma, Intercultural/International Communication

Current City: Sacramento

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A special thank you to Brian Wancho Photography, Chalk The Block, Christy G. Creative, Regal Moments Photography and Scott Weaver Photography for supplying photos.

A NEW REASON TO

Smile

| By: PILAR MUÑOZ |



TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER
EL PASO



Rendering of the Medical Sciences Building II where the dental school will be housed.



Dr. Richard C. Black - Photo by Tommie Morelos/TTUHSC El Paso

Smile wide, El Paso is getting its first dental school. Texas Tech University Health Services Center (TTUHSC) recently unveiled its plan to help the city take its next step in becoming a complete health sciences hub with the addition of the dental school. The school, which is expected to enroll between 20 to 40 students a year, will open its doors in 2021.

Joining the ranks of the Paul L. Foster School of Medicine and the Gayle Greve Hunt School of Nursing, the Woody L. Hunt School of Dental Medicine will help make El Paso a demonstrable center for health sciences. It will offer state-of-the-art facilities and a curriculum that promises to fully prepare graduates for their careers. The new dental school will be spearheaded by newly announced dean, Dr. Richard C. Black.

According to the American Dental Association, Dr. Black has "served as president of the El Paso Dental Society and Texas Dental Association." His vast experience in the field of dentistry, and his longtime involvement with the border community, makes him a prime candidate to lead the new initiative.

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As it stands, the closest dental schools to El Paso are all the way in Phoenix and East Texas. The problem with the current structure, according to the president of the TTUHSC Dr. Richard Lange, is less than 3% of students return to the borderland to practice in West Texas upon graduation. What's more, the ADA claims that only 1.25 percent of graduates between 2007 and 2011—amounting to a total of 13 graduates—set up their practices in El Paso from those east Texas schools. This has contributed to a significant shortage of practicing

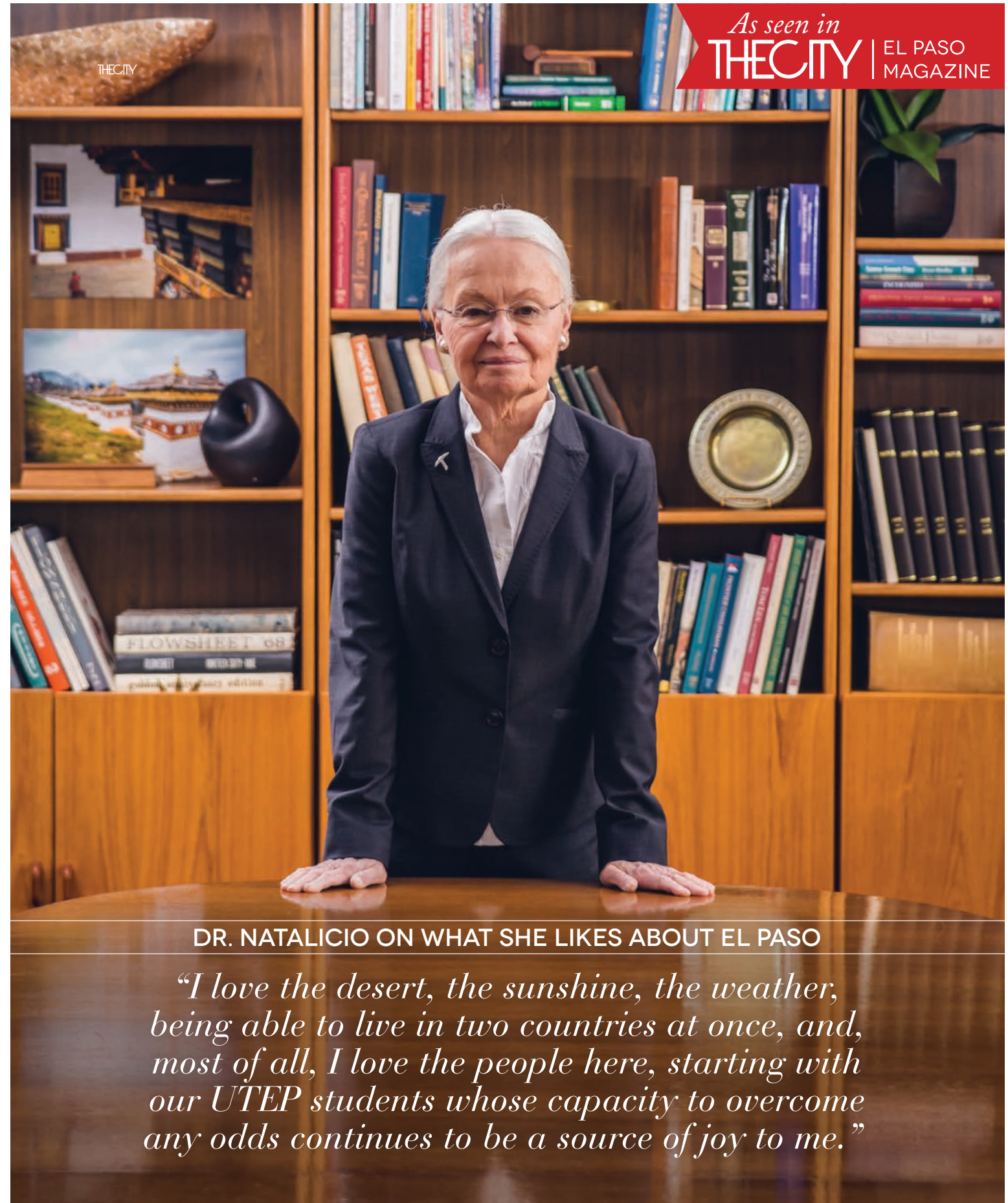
dentists in the area. So much so that the U.S. Department of Health and Human Services has "classified El Paso County as a dental Health Professional Shortage Area." By opening a dental school here in the borderland, Texas Tech is looking to increase those numbers and retain more graduates in the area, which should lead to better overall health for the region.

Although the school is projected to enroll up to 40 students a year, it is expected to enroll about 25 for its inaugural year. One of the added benefits of opening a dental school in the region is that it will invite more applicants from the area. This means that students graduating from the new dental school will be more likely to be familiar with the language, culture and people in the borderland. This intimate knowledge of the culture and diet could lead to better health results. They will understand contributing factors to oral health issues that may be particular to the border region, improving outcomes for the patients involved.

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A dental school has been on the city's to-do list for quite some time. Statistically, the rate of dentists in El Paso per 100,000 residents is significantly lower than the national average—20 per 100,000 in El Paso, versus 36 nationally. These low numbers have contributed to poor dental health in the region. Poor oral health doesn't just mean halitosis, it can contribute to several other health issues such as diabetes, endocarditis and cardio vascular disease.

This all bodes very well for a city that is slowly becoming more competitive with bigger metropolitan areas such as Dallas and Houston. By continuing to improve the quality of education in our area, El Paso can attract more talent and, even more importantly, retain savvy young locals. Apple may soon come to regret putting that billion dollar campus in Austin.



DR. NATALICIO ON WHAT SHE LIKES ABOUT EL PASO

"I love the desert, the sunshine, the weather, being able to live in two countries at once, and, most of all, I love the people here, starting with our UTEP students whose capacity to overcome any odds continues to be a source of joy to me."



President

DR. DIANA NATALICIO

EDUCATION INNOVATOR CHAMPIONS ACCESS, EXCELLENCE

| By: LAUREN MACIAS-CERVANTES photography by: JENN MÁRQUEZ and UTEP COMMUNICATIONS |

There are millions of books on how to achieve success in education. The industry is ever-changing and challenging at best, but the answer is simple for The University of Texas at El Paso President Dr. Diana Natalicio: provide access and excellence. Accomplishing the combination is far from easy, in fact, the recognized global leader has often heard having both is not possible.

The visionary first came to UTEP in 1971 as a visiting assistant professor in the departments of www.thecitymagazineelp.com

linguistics and modern languages. She served as vice president for academic affairs, dean of liberal arts, chair of the modern languages department and professor of linguistics before being named president of The University in 1988.

This year marks 30 years as president. She is the longest-serving president of a public doctoral/research university currently in office. She is also the all-time longest-serving female president of a public doctoral/research university or four-year public university.

"I feel very happy and totally privileged to have had an opportunity over the past 30 years to work with a highly talented and committed UTEP faculty and staff members committed to making a difference in the lives of people in the Paso del Norte region through high-quality education, PreK-16," said Natalicio. "The key has been my confidence in my colleagues whose willingness to challenge higher education policies and practices have transformed UTEP into a model national public research university delivering both access and excellence."



During Dr. Natalicio's tenure as president, UTEP's enrollment has grown from 15,000 to more than 25,000 students and UTEP's annual budget has increased from \$65 million to nearly \$450 million. That success hasn't come without obstacles.

"The most difficult challenge has been the effort to increase awareness of the enormous talent of this region's population and of the potential that, through education, it offered for enhanced prosperity and quality of life for all of us," shared Dr. Natalicio.

It is that belief in UTEP's student body and the commitment to providing access and excellence that has resulted in an environment fertile with opportunities and inspires faculty and staff. The influence came early for UTEP Vice President for Student Affairs, Gary Edens, Ed.D.

"I met Dr. Natalicio as a student while I was serving in the student government association," recalls Edens. "She was supportive while I was a student, and her enthusiasm has always been infectious. Throughout my career here in various roles,

I have benefitted from amazing mentors and amazing faculty members. That has constantly been one of this institution's strong points. She understands how important it is for the students to have that strength at their disposal, and she has made that our responsibility. I work harder every day because of her," he said.

Patricia Witherspoon, Ph.D., echoes Edens' sentiments. She worked for Dr. Natalicio for 17 years before retiring in August of 2017 as dean for the College of Liberal Arts.

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DR. NATALICIO'S ADVICE FOR WOMEN IN BUSINESS

"I think the best advice I can offer is work to know yourself well, be confident and proud of who you are, and live your life as authentically as possible."

"The most memorable, and sustained, characteristic of President Natalicio's leadership has been her devotion to educating students in the Paso del Norte region ... thereby giving them national and international opportunities for their careers and their lives," said Witherspoon. "Staying true to that one principle will distinguish her presidency for decades to come. The second most important leadership factor she embodies is the inclusion of faculty and staff, at all levels, in all colleges, in UTEP's educational effort. It takes the collaboration of many campus leaders to educate

generations of students. It can't be done by three or four people at the top of the administrative hierarchy. President Natalicio understands that and UTEP's success is a reflection of that understanding," she said.

A large part of UTEP's transformation, led by Dr. Natalicio, is attributed to research. Annual research expenditures have grown from \$6 million to more than \$90 million per year, and doctoral programs from one to 22 during this same period. UTEP College of Science Dean Robert Kirken, Ph.D., leads The University's Border Biomedical Research

Center on campus and says Dr. Natalicio is a continuous source of support and inspiration for students and the region and has made a huge difference in the way UTEP is able to serve the community.

"She recognizes that talent is not restricted by geography or economic status and has devoted much of her career to facilitating opportunities for students to engage and excel in their chosen fields of study," he explained. "Her impact has been significant and far-reaching, and the outcomes of her efforts are likely to be realized for many

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years to come. Dr. Natalicio's belief that a major research university can and should serve a 21st century student demographic was transformative and serves as a model for other institutions in Texas and the nation as our population continues to diversify," Kirken said.

There is no question UTEP is a regional economic driver and Dr. Natalicio has plans outside of the campus' current footprint. The University recently partnered with the County of El Paso on an aerospace venture at the Fabens Airport. The Technology Research

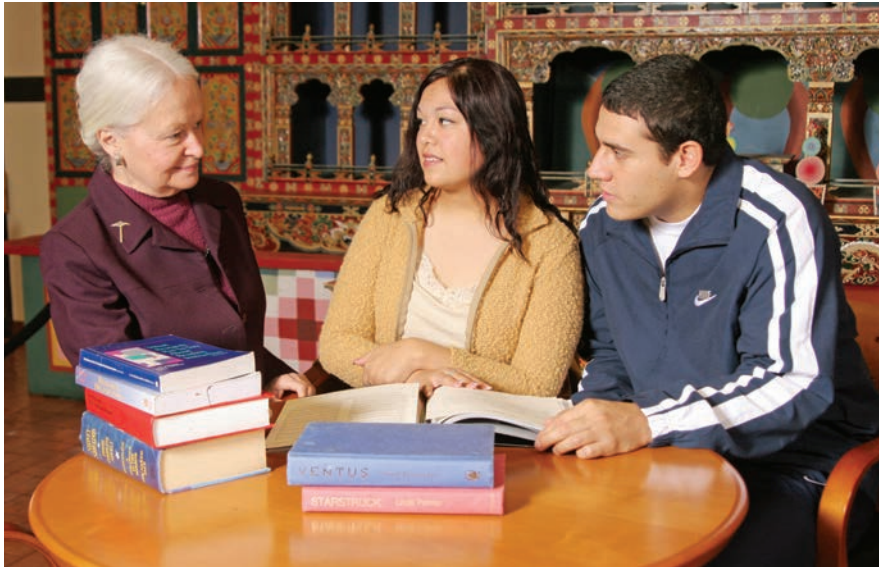
Innovation Acceleration Park (tRIAC) has already attracted top industry business leaders and is affording engineering students invaluable research opportunities.

"Dr. Natalicio is a phenomenal academic leader who challenged and rejected the 21st century common American academic norm of building excellence without access," said Ahsan Choudhuri, Ph.D., director of the NASA MIRO Center for Space Exploration and Technology Research and tRIAC project lead. "She is a frontier visionary who believed that talents exist in every zip code and every

child in America should have equal access to higher education. Dr. Natalicio is a bundle of unstoppable energy, and her vision and tireless effort transformed a sleepy little university into a major academic and research powerhouse," said Choudhuri.

In 2017, Dr. Natalicio was named one of Fortune magazine's Top 50 World Leaders. In 2016, she was honored with the Hispanic Heritage Award in Science, Technology, Engineering, and Math, and she was included on the 2016 TIME 100 list of most influential people in the world. In 2015, The

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Carnegie Corporation of New York honored Dr. Natalicio with its prestigious Academic Leadership Award. In 2011, the President of Mexico presented her the Orden Mexicana del Aguila Azteca, the highest recognition bestowed on foreign nationals.

The honors have brought UTEP global recognition but haven't distracted Natalicio. Though speaking requests are abundant and community functions draw lines of people for questions and photos, she remains focused and humble. She is curious by nature and never hesitates to ask students questions and find out about their work and their future plans.

"No matter how many national or international boards she serves on, no matter how many recognitions she and The University receive, she never loses focus and her total commitment to the students UTEP serves never wavers," said Estrella Escobar, assistant to the president. "At the core of every decision she makes is how to make life better for our students. Her vision of access and excellence is genuine, and at the end of the day, the voice in the room that always brings the conversation back to our students is hers," said Escobar.

A graduate of St. Louis University, Dr. Natalicio earned a master's degree in

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Portuguese and a doctorate in linguistics from The University of Texas at Austin. She was inducted into the Texas Women's Hall of Fame, honored with the Distinguished Alumnus Award at The University of Texas at Austin, and awarded honorary doctoral degrees by St. Louis University, Northeastern University, Victoria University (Melbourne, Australia), Georgetown University, Smith College and the Universidad Autónoma de Nuevo Leon (Mexico).

When asked what else she would be if not university president, the answer goes back to her childhood.

"While growing up in St. Louis, I dreamed of being a baseball pitcher for the Cardinals," said Natalicio. "I'm sure that what I do now is ultimately far more satisfying than playing baseball professionally... especially because in retrospect, I don't think I had much of a curve ball."



As seen in THECITY | EL PASO MAGAZINE

PLACES TO STAY, Play AND BE HEALTHY GROWTH IN THE CITY

| By: MARKO MORALES |

THE NEXT FEW YEARS WILL BRING A TON OF GROWTH, EXCITEMENT AND NEW ATTRACTIONS TO A CITY THAT IS MAKING MOVES AND BUSTLING WITH THE BEST OF THEM. IT HAS ALREADY STARTED AND IT SHOWS NO SIGNS OF SLOWING DOWN. THE SUN CITY HAS THE BALLPARK, ITS BREWERIES AND BISTRO MOVIE THEATERS. IN THE NOT TOO DISTANT FUTURE EL PASO WILL HAVE MORE OPTIONS FOR JUST ABOUT EVERYTHING ALL THE WAY AROUND. GETTING EXCITED YET? WELL, TAKE A DEEP BREATH AND PREPARE TO BE THRILLED! FROM PLAYGROUNDS FOR ADULTS, TO NEW HOSPITALS AND HOTELS, TO POOLS. EPTX HAS BEEN ON THE MAP AND IT'S ONLY GETTING BIGGER.



Photo By: Brian Wancho

Healthcare services have always, and will always be needed. As the city grows, the need for these services only grows with it. The Hospitals of Providence is expanding to the northeast side of town while William Beaumont Army Medical Center (WBAMC) will be moving to far East El Paso. By November of this year Providence is expected to have its northeast campus up and running. This location will include roughly eight to ten emergency treatment/triage rooms, along with outpatient clinic services. With its two-year-old freestanding

location serving about 30,000 patients per year, it's clear that residents living in the northeast stand to benefit from the new campus. WBAMC's new location in far East El Paso broke ground in 2011. It is expected to replace the medical center's campus built in the 70s, just off of Alabama. Construction is expected to be completed in 2019, with its doors opening sometime in 2020. Once completed, the hospital will come equipped with multiple specialty clinics including women's health, behavioral health and occupational therapy services, just to name a few.



William Beaumont Army Medical Center



Aloft Hotel

Welcome!

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HOMECOMING 2019

ONE REGION
One Table

When out-of-towners come to our city for work or play, one thing is a given, they will all need places to stay. In the downtown area of our beautiful city new hotels are popping up, older hotels are closing up temporarily for renovations and hotels that have been shut down for what seems like forever are being brought back to life. It is a lot to take in, but soon enough El Paso's downtown will go from its current hotel room inventory of around 430 to 1200 rooms available for visitors to utilize. In an attempt to bring in bigger conventions and position itself to be more competitive, downtown organizers are working towards adding more hotel rooms. This is needed in order to attract more individuals to make their way to the borderland. If they are successful in attracting larger groups of people to the area, chances are, those individuals will spend larger amounts of money during their stay.

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Paso Del Norte Hotel

Just less than two months ago, Aloft opened their doors and added 89 rooms to the downtown inventory. The former Camino Real Hotel will have its name changed to Paso Del Norte Hotel and is currently attempting to pick up some more tax incentives from the county to help finish up with construction. The Plaza Hotel is expected to reopen its doors in the spring of 2019, adding 131 boutique-style hotel rooms, along with a 540-vehicle parking garage. The Stanton House Hotel, a boutique hotel bringing life to a 100-year-old building, will open its doors this summer, adding another 42 luxury rooms to the mix. El Paso's very first boutique hotel, Hotel Indigo has been up and running since 2016 in a building on Kansas St. originally built in the 1960s. Room is being made for the masses. Soon there will be plenty of options for those planning to visit the Sun City.

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We Are ELPASO STRONG



THE CITY

August, 2018

Photo courtesy of Business Wire

DUDA PAINE ARCHITECTS

THE DRAW OF LIVING IN THE HEART OF A BUSTLING DOWNTOWN IS BECOMING MORE OF A REALITY FOR EL PASOAN'S, WITH NEW LOFTS/LIVING SPACES OPENING UP EVERY MONTH IT FEELS LIKE. THE FRANKLIN AVENUE APARTMENTS, MARTIN LOFTS, CAMPBELL STREET APARTMENTS, THE MIX, ESSEX ALLEY AND THE SAVOY LOFTS ARE JUST A SMALL COLLECTION OF THE GROWING NUMBER OF OPTIONS. LOFTS OFFER BIG CITY FEELING, WHILE ALLOWING THE COMFORTS OF THE SUN CITY.

El Paso's growth is not limited to hospitals and hotels. There is so much more in the works, as well as other new buildings and attractions. Hunt Companies purchased property in downtown El Paso back in 2014 and is now planning to build an 18-story high rise with parking and retail space on Mesa St. The plan is to be completed with construction no later than 2020. The building will be named WestStar Tower, and will take the place of the current WestStar Bank building also located in El Paso's downtown area. The El Paso Zoo has a \$14M expansion in the works that will eventually bring new and exotic animals to the city and is scheduled to be completed in fall of 2019. Earlier this year, city officials announced a \$5M renovation plan for the park sitting at the top of Scenic Drive. For over 50 years visitors and residents have enjoyed visiting Murchison Rogers Park, which sits off the side of the Franklin Mountains. Artist renderings of what the park could potentially look like are absolutely stunning.

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Photo courtesy of The City of El Paso

Several spray parks have popped up around the city in the last four years and now there are plans to sprinkle four new water parks around town as well. These water parks, or “aquatic facilities,” will be outfitted with lazy rivers, water slides, cabanas and toddler splash areas among other amenities.

The city, with a ton of small town charm, is working diligently to provide its visitors and residents with even more entertainment hot spots and attractions. It’s all happening, and it’s all happening now. **Enjoy!**



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Murchison Rogers Park



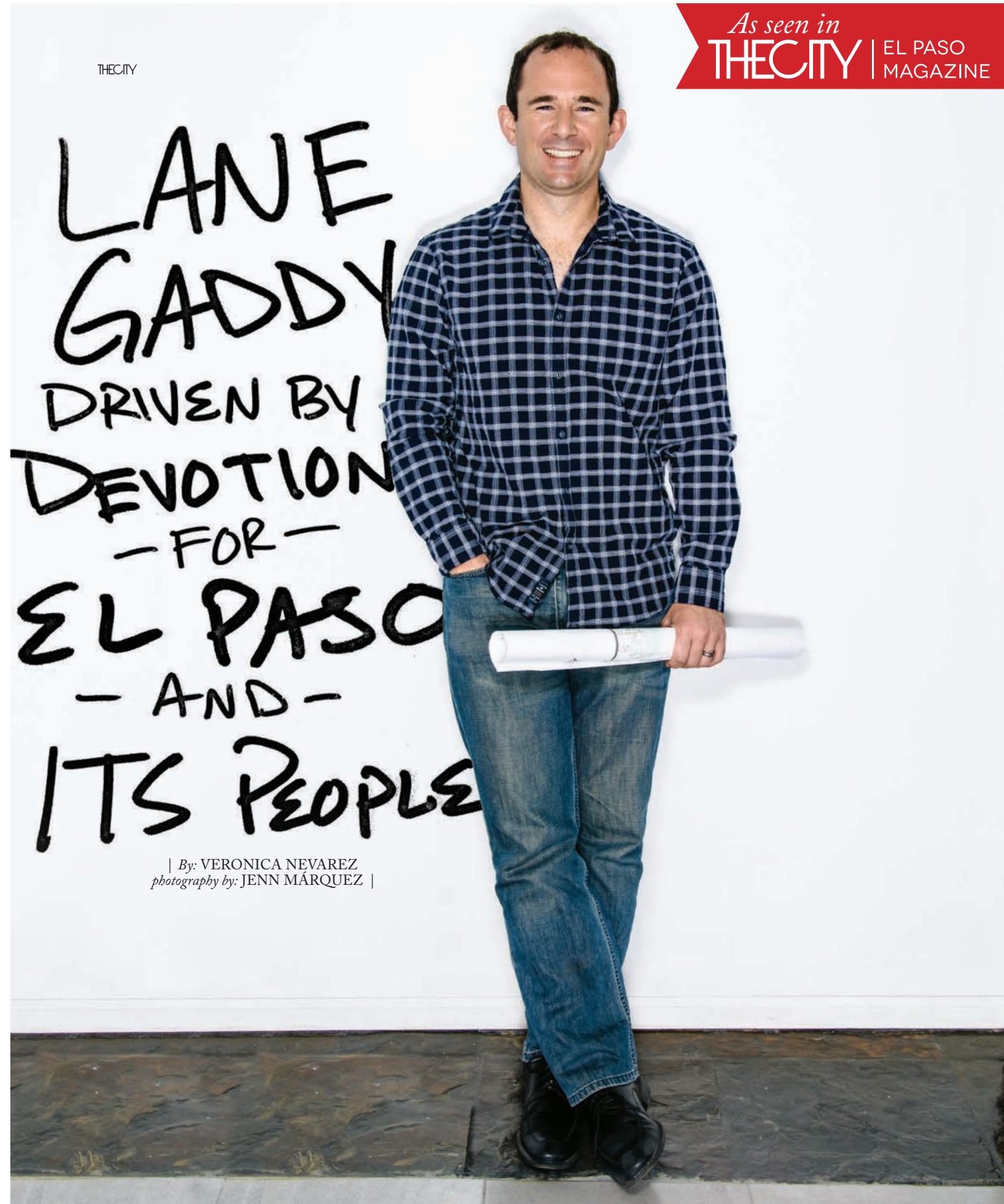
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LANE
 GADDY
 DRIVEN BY
 DEVOTION
 - FOR -
 EL PASO
 - AND -
 ITS PEOPLE

| By: VERONICA NEVAREZ
 photography by: JENN MÁRQUEZ |

Easily characterized as a budding entrepreneur and savvy investor, Lane Gaddy proves he's much more beneath the surface. We find that what lies at the core of his work in elevating our city's image is sheer devotion to El Paso and its people. An MBA graduate with dual degrees in Finance and Entrepreneurship from the University of Arizona, Lane was set on starting his career immediately following graduation by way of a job opportunity in New York. Yet, as fate would have it, and "at the request and insistence of [his] grandfather to explore options with the family business," he decidedly embarked on the Sun City. Seeing the opportunities in "cross-border trade," as he explains, the Albuquerque native accepted his grandfather's proposal and joined the ranks at W. Silver Recycling, Inc., a 100-year-old metal recycling company once operated by his grandfather, Bernard Fenenbock, who himself succeeded the original founder and his own father-in-law, William Silver.

Today, Lane serves as President of W. Silver Recycling, Inc., which operates in the purchasing and servicing of byproducts produced by the "maquiladoras" across the borderland. In fact, the company has operations from Calexico, California to McAllen, Texas and impressively covers the border region throughout with facilities in Northern Mexico, as well. Although he's come to be known more recently for his innovative mindset in moving forward El Paso's downtown revitalization agenda, Lane still considers his main order of business the daily operations of his full-service recycling company. Since joining in 2006, Lane has grown the operation from 25 employees to now over 300 and has put the company on the map as a leader in our nation's recycling industry.

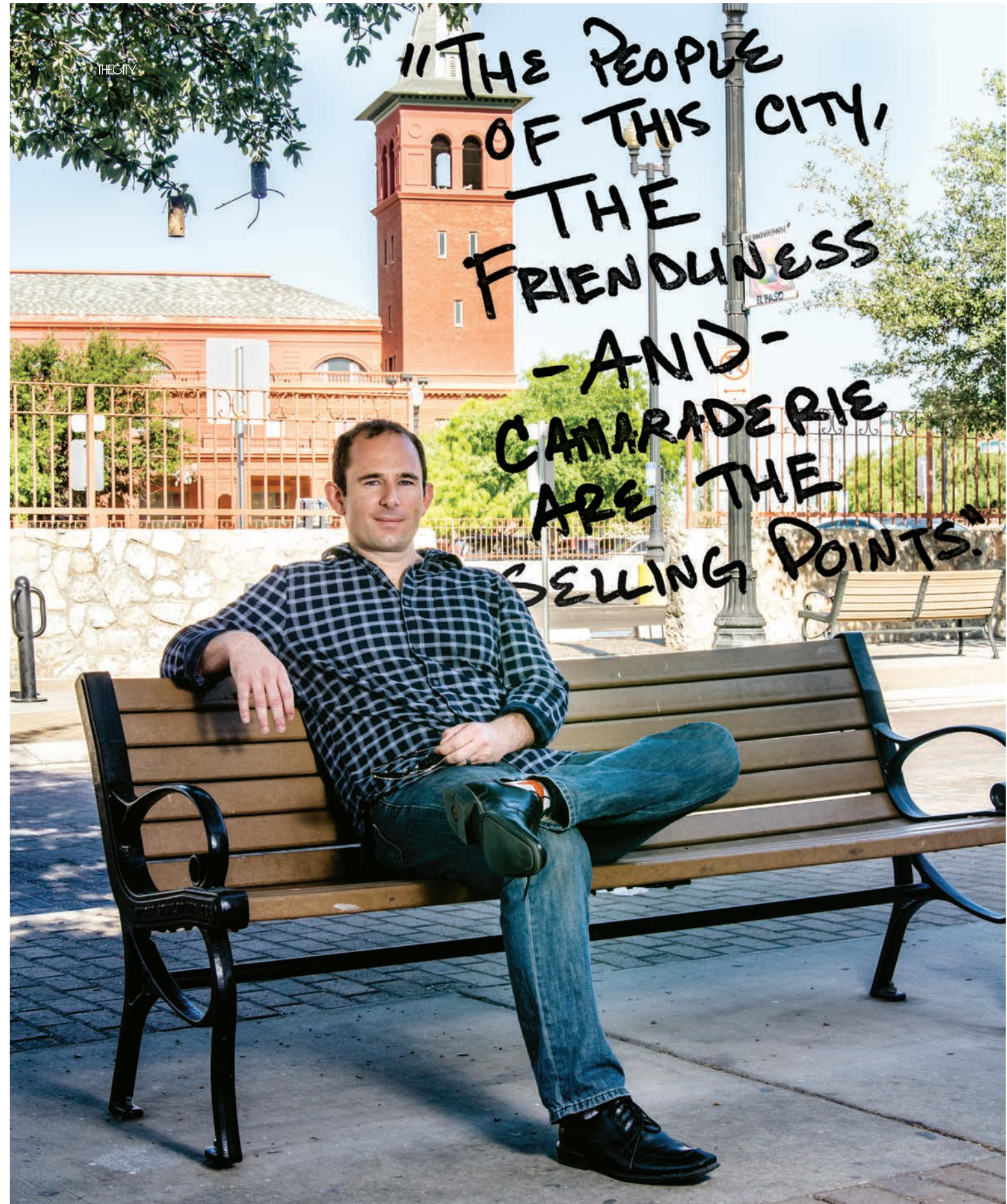
Our city has taken particular notice of Lane's development initiatives and naturally, leads one to wonder what sparked his passion for reshaping our landscape and spearheading some of El Paso's largest projects to date. The

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answer lies in the cyclical nature of the metal recycling industry and the periodic downturns expected to occur about every five years. The uncertainty of these economic crashes, typical of most industries, and the subsequent unease that comes from it is what Lane points to as the catalyst for venturing into new territory. As he explains, "I realized diversification was

extremely important" and adds, "There's a crash and the crash is very unpleasant," pointing to the industry hurdles as to what motivated him to seek out new opportunities, specifically, those in real estate development.

Although credited for several notable projects, when asked whether he considers himself a developer, he points to a "10-year rule" of steadily working in a profession in order to claim ownership, in this case, to the title of "developer." Still, the magnitude of his projects is by no means limited to that 10-year philosophy he holds for himself. A perfect example of that is the impressive Martin Building restoration with its towering and now signature "ElectriCity" marquee. When asked, Lane openly describes it as one of his more "painstaking" endeavors given the inherent challenges of what's considered an "adapted reuse." In keeping with the adage "No pain, no gain," overcoming those hurdles proved rewarding. The massive \$7.4 million project and certified rehabilitation of the once El Paso Electric headquarters was awarded a historic building plaque in 2017 by Preservation Texas in recognition of Lane's remarkable revival of





the landmark building. Completed in 2016, the 100-year-old plus establishment was readapted to house 42 apartment lofts on the top five floors, along with office and retail space below. Known as the new Martin Lofts, the renovated mixed-use building is the first of its kind for downtown and the towering LED sign adorning the building's rooftop has redefined our downtown skyline.

Before the Martin Building, Lane's first major investment in 2010 was the 11-story Coronado Tower on the westside of El Paso, which he refers to as "an unpolished gem." The renovation of the high-rise building, which has remained in rare form for the area from the time it was constructed in 1966, initially failed to elicit support from those in the community who apparently did not share in the project's vision. Much to the contrary, the substantial \$2 million, 67,000 square foot makeover was an overnight success and garnered an overwhelmingly favorable response from the community. Not only has the rebuild enhanced Coronado Tower's unique presence in the area, it helped redefine the building as a viable and affordable commercial leasing option to the pricier downtown establishments.

Fast forward to the present and coming soon is Lane's latest acquisition and newest project—the revitalization of the iconic 15-story Bassett Tower and what will be a new-to-our-area Aloft Hotel. The makeover is

also considered by Lane as his largest project to date in terms of "gross dollars spent," but says it was also one of the shortest projects at only three years for a building of this scope. The endeavor called upon the expertise of "an A-class team of specialized national architects" in rehabilitating the roughly 88-year-old, Art Deco landmark building designed by El Paso's own renowned architect, Henry Trost. The motivation for this particular restoration is what Lane describes as "finding value where others overlook it," an apparent "recurring theme" that the entrepreneur says he's come across throughout the course of his projects.

Given his accomplishments in revamping our city's image, it's no surprise that Lane was bestowed the Hub of Human Innovation award for "Innovation in Downtown Redevelopment" in March of 2017. The award was the first of its kind, and honored Lane for his progressive and innovative efforts in not just revitalizing El Paso's downtown landscape, but also for bringing value to our community as a whole. With the upcoming restoration of the landmark Roberts-Banner Building in the works, another Trost building, we expect the awards and accolades will no doubt continue, and rightfully so.

When questioned candidly on the driving force behind his literal investment in our city, Lane affirms what we've now learned, "The people of this city, the friendliness and camaraderie are the selling points." He goes on to say that our characteristically amiable nature is unmistakable when meeting El Pasoans in other cities. His vision for a "first-class downtown" is undeniably on the horizon for both residents and visitors alike. For the moment, Lane's knack for reviving our city's monumental and often forgotten architectural feats is playing a pivotal role in the Sun City's very own modern renaissance. By the looks of his current trajectory, it's certain that he'll make good on his own "10-year rule" and even more probable that Lane Gaddy will eventually claim his title as one of El Paso's own, true visionaries.



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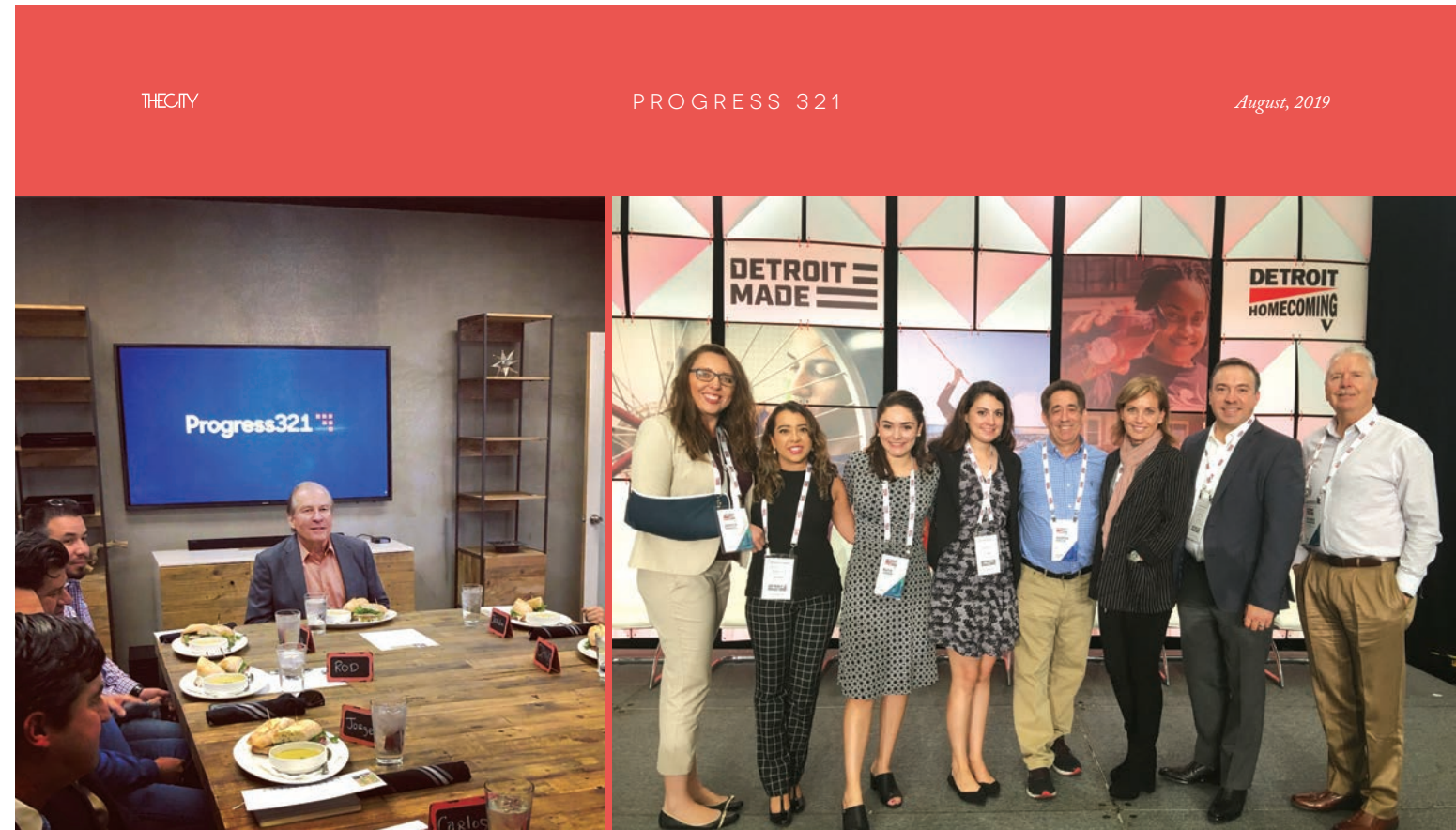
Six years ago, El Paso was at a crossroads. Our lovely border home, so long a hotbed of rich bi-national culture, albeit a humble one, had the chance to reestablish itself as one of the country's major cities. From 2008 to 2012, the city's population had surged, clearing the path for a record setting Quality of Life Bond in 2012 that promised \$473,250,000 for new projects and renovations. It seemed this would be the impetus El Paso needed to finally take that long-awaited next step.

Around the same time, a group of like-minded young professionals were getting to know each other thanks to a young leaders program associated with the El Paso Del Norte Foundation. The group of emerging professionals all had something in common: They were set on seeing their community flourish. They were thrilled about the bond, of course, but also realized it wouldn't get us there all by itself. Talented community members would have to buy in and make a collaborated effort to see El Paso reach its full potential.

As fate would have it, just as the young visionaries were getting started, the organization was upended by a shakeup at the El Paso Del Norte Foundation that left it headed in a different direction. However, bound by their enthusiasm for El Paso's growth, the little troupe was intent on continuing their mission with or without the young professionals group. So, in 2013, Michael Guerra, Emma Swartz, Scott Adkins and a few others decided to start their own nonprofit dedicated to the advancement of El Paso. They called it "Progress 321."



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“Running a non-profit is hard, and none of us really had any experience in it,” explained Michael Guerra, director of business development at Guerra Investments and Progress 321’s first ever president. “We decided to start the whole thing off by throwing a mixer, expecting maybe about 20 people to show up. Well, 120 ended up coming. That’s when we were like, ‘wow,’ this thing has more potential than we realized.” Their next event attracted over 200 local professionals.

Despite the immediate success, Michael and company still thought their initiative would benefit from a relationship with an established foundation. They found the perfect partner in the El Paso Community Foundation: “We knew we needed to establish our legitimacy as a non-profit and that the support of a big organization could help us do that, but we were also scared of losing our freedom... the Community Foundation, however, didn’t require any concessions on our end. They added prestige, helped guide us, but also respected our vision,” explained Michael.

Progress 321, in partnership with the Community Foundation and many other proud El Pasoans, has continued to pursue its mission of making our region “the next best place to live and work.” Laurie Banitch, the organization’s current board president, understands first hand just how important a role Progress 321 plays in fostering community growth. A Loretto Academy alum, Laurie left home to attend Georgetown University in the mid 2000’s and stayed in D.C. after graduating to work at Deloitte, one of the world’s most prominent professional service networks. During a transitional phase in 2015, she came back to El Paso, expecting to stay no longer than a year before starting a new chapter. However, she ended up never leaving: “I’d always been fond of it here but never thought I’d move back for good ... but when I came back, there was so much cool, exciting stuff happening. Then, I got involved with 321 which made me feel like I really had



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a stake in the development. I think [321] kept me here,” said Laurie.

Beyond simply giving purpose-driven professionals opportunities to meet, Progress 321 outfits members with the tools to take on community leadership positions where they’ll best be able to pursue the region’s interests. For example, Progress 321 procured an invitation to the Texas Lyceum’s annual meeting where delegates learned about important policy issues and relevant solutions. Michael stressed that such efforts went beyond grooming local leaders, saying: “We do need motivated and competent leaders at the local level, but Lyceum and similar opportunities are crucial to the development of future ambassadors for El Paso who can represent us at a state, or even national level.”

Recruiting influential ambassadors is also one of the goals of Progress 321’s latest initiative, “El Paso Everywhere.” Inspired by a similar program in Detroit, Mich. called “Detroit Homecoming,” the idea is to bring El Paso expats back home for a few days and give them a curated tour in hopes of sparking their interest to invest in the city; financially or with their time and connections. Jessica Herrera, Progress 321’s Vice President, explained the inspiration for El Paso Everywhere and the impact she hopes it will have:

“The people at Detroit Homecoming invited us out for their last conference and we were so impressed ... they’re responsible for over \$200 million of investments into the city and their efforts have played a big role in Detroit, [Michigan’s] revival these past few years ... We think there’s a huge opportunity for our expats to play a similar role in El Paso’s development. It doesn’t have to be just direct investment, they can mentor UTEP students, connect them to internships and just generally advocate for our city.”

The El Paso Everywhere affair will coincide with Progress 321’s annual “One Region One Table” that’s being held on October 26. One Region One Table brings together our region’s top chefs to collaborate on one dinner. Keeping



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Progress321

Moderator

RSVP: Tresa@Progress321.org



Kerry Doyle
Rubin Center

Wednesday, March 27
Creative Kid's Olo Art Gallery
504 W. San Francisco
beer & wine
Tabla appetizers

5:00 pm: Reception
5:30 pm: Panel

Post panel drinks @



Panelists



Cimi Alvarado
Muralist/Kalavera Studio



Luis Chaparro
State of Chih. Film



Ben Fyffe
Mexican American
Cultural Center



Mario Porras
Border Tuner

with the spirit of El Paso Everywhere, the 2019 dinner promises to feature at least one prominent El Paso expat chef.

When asked where she sees Progress 321 going in the coming years, Tresa Rockwell, the organization's executive director, responded enthusiastically:

"El Paso has really come so far over the past decade; it's been amazing to see. I really think [Progress] 321 and our members will play a fundamental role in continuing the city's forward march. I think we're just getting started."

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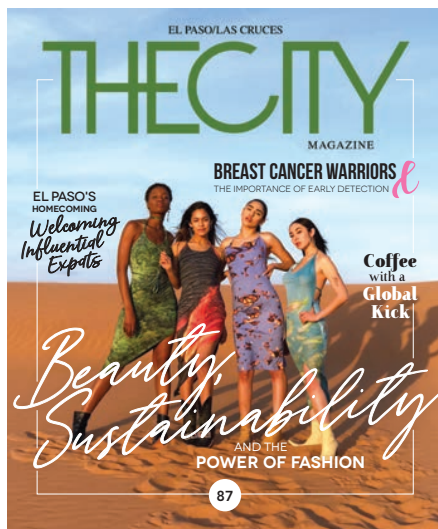
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language does not matter here and nationality has no bearing. Sex, gender, religion, politics and any other classification used to divide people is erased once you step onto the pitch, street or lace up your boots. Hours can pass here without any inkling of time, next goal win is the moment the intensity overcomes fatigue, trash cans become targets, a ball can be made from anything found around the ground. This is football, soccer, futbol; whatever you call it, it is coming home. To El Paso that is.

Soccer is universal and played on every continent. Some children learned to walk with a ball at their feet and grew up through the sport learning valuable lessons along the way. I was fortunate to be one of those kids and my passion and love for the sport received a new fire and veracity when the United Soccer League announced that pro soccer was coming to the 915 in the early morning of the first day in March. When the press conference went live on Facebook, many of us sat eagerly awaiting the news, curious as to what our future was going

to hold and what this meant for the city. Unknowingly to us, a few people in the room had been instrumental in this process that began two years ago, one of those being Sarah Nollner, director of marketing and communications, who has been the boots on the ground person since November 2016, when the idea of an El Paso USL franchise was only a dream.

"It was kind of an undercover operation I guess you could say," states Sarah as she chuckles in the newly operational

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USL offices in downtown. Sarah boasts an impressive soccer resume, working for Club Tijuana, the Mexican National Team, Gold Cup, Copa America and the MLS for two years before making her way to El Paso as a spy (a title I gave her) for USL. Her time with the Xolos saw the implementation of the first English social media channel in the Liga MX and paved the way for cross-border collaboration and communication. Stationed in El Paso, primarily doing on-the-ground research, finding what made soccer fans in El Paso tick. "I went and watched games with the American Outlaws and the Gooners and other little pocket groups. They were all welcoming and had such passion for the sport." As Sarah's role began to evolve with the announcement of the team, her mission soon took on a different mentality, her rules of engagement changed.

Riding off the success of the Chihuahua's, the USL front office, located in Tampa,

realized the potential for El Paso to be the next home of a franchise. "They (USL executives) saw what we were capable of with MILB in El Paso and thought the city and USL would be a great fit." El Paso will join a growing list of franchises that are partnered with a baseball affiliate in terms of joint ownership and those who just share a stadium (for the time being). Building off the excitement and buzz of the announcement of their first player, El Paso's very own Omar Salgado, a first round MLS draft pick in 2011, the question Sarah and the organization received via a barrage of Tweets is, "What is our team going to be called?" Yes, I asked her multiple times to tell me, give a hint, a clue, a letter even, alas, it was to no avail, even when I assured her it would be our secret ... "I don't even know what the name is going to be." El Paso USL is working with the design/marketing company who worked on the branding behind the Chihuahuas; we are in for a treat in 2019, when the team kicks off its inaugural season at Southwest University Park.

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Soccer, football, and futbol is poetry in motion. The roar of fans singing their chants in unison, the banners, flags, scarves, gameday rituals and the overall experience is like no other sport. To those who have never seen a professional game in person and felt the rumble and collision of airwaves and comradery of the supporters around you, I hope to see you in the stadium next year. I will be standing with you, cheering and

chanting for our boys on the field. Until then, I leave you one task; share the love of the sport with those who haven't felt its shining warmth. Watch old classics on the tv, attend a UTEP Women's soccer match, or grab the mates, find a field/street/court and kick the ball around, for soccer exists everywhere and El Paso is going to show the rest of the country that our roots run deep.



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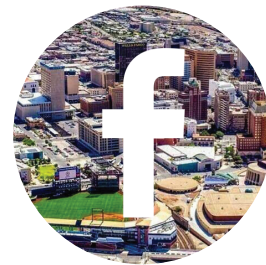
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