

The Greater El Paso Chamber of Commerce



THE
GREATER
EL PASO
CHAMBER OF
COMMERCE
SINCE 1899

"One Voice for El Paso"

Strategic Plan 2011

www.elpaso.org

Mission Statement



Vision Mission & Values

The Greater El Paso Chamber of Commerce is the VOICE for BUSINESS that is opportunity focused, integrity based, supporting COMMUNITY and MILITARY partnerships to promote regional ECONOMIC PROSPERITY and TRADE.

Values Statement:

In addition to the code of conduct for board and staff, the following values guide decision-making processes at the Chamber.

- **Collaborative** - The Chamber recognizes the need to maximize business opportunities; understanding that optimal decisions incorporate the needs of employees, community, and government.
- **Community Based** - Represent business interests while working with city, county, state, federal, and communication organizations to help create economic prosperity in the region.
- **Diversity** – The Chamber respects diverse ideas, people and cultures in the Greater El Paso communities.
- **Ethics** - As the voice of business, the Chamber's actions are based on trust, honesty, integrity, transparency, and fairness through open communications and adherence to the highest of business ethics.
- **Member Driven** - Members are the foundation of the Chamber, they have a voice and become ambassadors for the Chamber.
- **Outreach** - Provide the community with a resource to support community initiatives.
- **Service** - The Chamber is a resource for its members in the areas of advocacy, contract procurement, training programs, networking, and financing opportunities.

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Chamber Goals



Government Relations and Advocacy for Business

- Foster relations with officials and developing positions and agendas
- Inform the community on the issues and opportunities affecting our region through political outreach

Economic Prosperity and Growth

- Provide opportunities for member networking, training, exchange of information and procurement
- Recruit, develop, and retain a skilled workforce
- Collaborate and support the armed forces
- Promote economic development through alliances with private and governmental entities
- Improve international trade

Quality of Life and Community

- Lead collaborative efforts to improve quality of life and community
- Advocate for programs and funding
- Support military efforts

Chamber Excellence

- Maintain a volunteer leadership structure of effective Divisions and Committees to support our mission and goals
- Efficiently manage and steward the Chamber's resources
- Sustain, develop, and enhance marketing and communications
- Attract and retain quality-members
- Develop professional staff and infrastructure to best serve the Chamber and the community

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CHAMBER STAFF

Government Relations Division

Mica Short – mshort@elpaso.org
Ana Villalobos - avillalobos@elpaso.org
Bryan Wierson- bwierson@elpaso.org
Ana Salcido - asalcido@elpaso.org

Business Development Division

Minda Villarreal - mwillarreal@elpaso.org
Jackie Butler - jbutler@elpaso.org
Alondra McDuffie - amcduffie@elpaso.org

Membership Development Division

Alicia Ward - award@elpaso.org
Mark Ropella - mropella@elpaso.org
Claudia Rosales - crosales@elpaso.org

Administration

Richard Dayoub - rdayoub@elpaso.org
Yvonne Ramirez - yramirez@elpaso.org
Christina Espino-Gates - gepccreceptionist@elpaso.org

Accounting Department

Fabiola Cuevas - fcuevas@elpaso.org

Marketing and Communications

Patrick Espinoza - pespinoza@elpaso.org
Celia Berton – spotlight@elpaso.org

EXECUTIVE COMMITTEE

Mr. Gary Hedrick, Board Chair,
University of Texas at El Paso

Mr. Chuck Harre, Board Chair 2012,
Wyle Inc.

Mr. Gustavo Rodriguez, Jr., Immediate Past Chairman,
Beacon Services

Mr. Ron Munden, Business Development Division Chair,
EPV Group

Mr. Ralph Richards, Government Relations Division Chair,
Jobe Materials, LP

Ms. Letty West, Armed Forces Division Chair,
Sun City Distributing, Inc.

Mr. Hector De Santiago, Education & Workforce Dev. Chair,
Parkhill, Smith & Cooper, Inc.

Ms. Wendy White-Polk, Marketing & Communications Chair,
El Paso Inc.

Mr. Mark C. Walker, Legal Counsel,
Cox Smith Matthews

Ms. Melissa Wilder & Mr. Eddie Peters
Development Council Co-Chairs, Pre-Paid Legal

Mr. Michael Guerra, Leadership El Paso Chair,
Guerra Investment Advisors

Mr. A.F. "Tom" Thomas, At Large Member,
Ft. Bliss CASA

Mr. Richard E. Dayoub, President and CEO

534-0500

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