



Monica Cortez is the Chief Meteorologist for KTSM 9 News.

She was born and raised in the Sun City and grew up wanting nothing more than to be part of the journalism field. From writing stories that involve the community to sharing her passion for meteorology with the rest of the community, Cortez found her niche in the KTSM 9 News Family.

After graduating from El Dorado High School, she pursued her dreams of being a journalist a few miles away from home, New Mexico State University. During college, she studied broadcasting and completed internships with television stations in El Paso. She graduated from NMSU with a Bachelor of Liberal Arts. The opportunity to write feature stories about the community, while keeping an eye on El Paso's weather came true for her.

She graduated from Mississippi State, earning her Meteorology seal. In the short time she's been Chief Meteorologist for KTSM, she created a lasting brand in the Weather Watchers, which allows the community to be part of the Weather Authority team. On top of creating a new brand for the station, she put together the city's first ever Weather Fest, where students competed to win the Ultimate Warrior Award. This earned her the city's very first Weather Ambassador Award.



Alisa D. Sheard currently serves as Director of the Women-Owned Small Business Federal Contract Program (WOSB Program) within the U.S. Small Business Administration's Office of Government Contracting. In this role she oversees the WOSB Program staff of federal and contractor support which serves a portfolio of 8,700+ participating women-owned small businesses. She works to provide a level playing field for women business owners doing business in the Federal marketplace.

Prior to this role, Ms. Sheard served as Program Manager for the WOSB Program and began her SBA career by servicing thousands of firms participating in the 8(a) Business Development Program. She has helped numerous small business owners with 8(a) program compliance and evaluated thousands of firms for contracting opportunities. She especially enjoyed advising firms on expanding their business development efforts in federal government contracting. She often serves as a trainer and advisor for federal

agencies on using the SBA's small business certification programs to meet their acquisition needs. In December 2021, Ms. Sheard was awarded Agency Advocate of the Year by Women Impacting Public Policy (WIPP).

Before joining SBA, Ms. Sheard explored entrepreneurship and endeavored in partnering and franchise ownership. Prior to that, she served on the Web team at the U.S. Department of Housing and Urban Development. She holds a Bachelor of Science degree in Computer Science from the University of Maryland Baltimore County and an MBA from the University of Maryland Global Campus.



Janea is a Louisiana native and hosts a weekly podcast called *Her Story, L.L.C.* She creates opportunities for critical dialogue and action for Black Women who have defied obstacles and turned them into success.

Janea Jamison is a longtime advocate for race and gender justice. Her justice lens focuses on centering BIPOC women and girls in policy, organizing, and advocacy to develop a roadmap for equity.

In September 2022, Jamison was appointed by the Office of Advocacy to serve as the Regional Advocate for Region 6 within the U.S. Small Business Administration, where she works with small business owners, state and local governments, and small business associations to bring the voice of Region 6 to Washington DC.

Prior to her appointment, Janea led all programming strategies for the Power Coalition. Her work

included the statewide growth of the Power Coalition and the implementation of core programming, including She Leads-- a leadership program for female leaders of color; Black Men and Boys Statewide work; voting rights work; and policy/advocacy work. Under Janea's leadership, the Power Coalition led a successful 2020 statewide Census campaign that utilized a digital informed approach to reach thousands of "Hard to Count" Louisianians across the state during a pandemic. She led a comprehensive Election Protection Program in partnership with NAACP Legal Defense and Educational Fund and The Lawyers' Committee for Civil Rights Under Law.

Before her position with the Power Coalition, Janea worked with the East Baton Rouge Metro Council as the Legislative Assistant to Councilwoman Erika L. Green (D-5) and Court System Supervisor in Assumption Parish under the leadership of Mayor Ron Animashaun. Her program areas included constituent relations and youth development. She is an active member of Alpha Kappa Alpha Sorority, Inc. She received her undergraduate degree in Political Science and Master's in Public Administration from Southern University and A&M College in Baton Rouge, Louisiana. She is also a 2 x's best-selling lead author and featured writer in the first and second editions of the HBCU Experience Anthology: The Southern University System Edition.

In her spare time, she volunteers for local nonprofits such as Imagination Leads, Butterfly Society, St. Vincent De Paul, Big Buddy Program, and DreamWorks Louisiana. She is a 2022 Congressional Black Caucus Advocacy and Campaign Training Alumni, a 2021 Southern University Alumni Federation 40 under Forty Cohort Trois, a 2020 Institute of Politics: Loyola University New Orleans Cohort, and a 2019 BOLD (Black Organizing for Leadership & Dignity) Fellow.

Through a commitment to service to a cause greater than self, she hopes to inspire millennials to take an active stand in their communities.



Suzanne "Suze" Aguirre, Business Opportunity Specialist (BOS), has been working with the Small Business Administration, El Paso District Office, in different capacities, since October 1982. She currently holds a FAC-C Professional certification to assist small businesses to navigate through federal government contracting and business development programs such as 8(a), HUBZone, WOSB/EDWOSB, SDVOSB, etc. Suze is the District Office Technical Representative for the Women's Business Border Center, SBA El Paso District Office Women's Business Representative and acts in an advisory capacity to the Women's Business Border Center and the El Paso 8(a) and Government Contractors Association.



Ms. Gallardo has been with Las Palmas Del Sol Healthcare, an HCA hospital system in El Paso, TX, for over 22 years and currently serves as the Public Affairs Officer/ Community Engagement. She is a senior executive with over 35 years of progressive experience in the healthcare industry. She has held executive positions at other major healthcare systems, not only in El Paso but also in Santa Ana, California.

Ms. Gallardo sits on numerous community boards and committees and is a past board chair of the Workforce Solutions Borderplex where during her Chair tenure, she was instrumental in the reorganization of the executive staff, making the Workforce Solutions Borderplex one of the most successful programs in Texas. Bertha Gallardo was born and raised in El Paso, Texas and attended the University of Texas at El Paso, Business Administration, Ysleta High School, El Paso, TX and holds several certifications from Harvard University and Temple University.



Cynthia Cavalier, proud to be born and raised in El Paso, TX by her amazing parents in heaven Ma. Guadalupe and Elier Bayona. Proud mother of her 5.67 year old Isabella Mia Cavalier and wife to Michael Cavalier. Came from humbled beginnings and is always looking to do more with and for the community of El Paso, TX.



Imelda Guzman currently serves as Division Director of Diversity, Equity and Inclusion for San Antonio and the Central and West Texas Divisions of HCA. She carries 21 years of professional HR experience. 17 of those with Methodist Healthcare System/ HCA Healthcare. In her role she is responsible for leading DEI strategy and operations that impact our Patients, Colleagues, Suppliers and Community. Prior to her current role she served as the VP of HR at Methodist Hospital Specialty and Transplant. During her time with Methodist Healthcare, she led the HR process for two major acquisitions and established the first Leadership Development Institute within Methodist Healthcare. Imelda has a BBA in Human Resources and MA in Communication Studies from St. Mary's University. Imelda believes in Community Involvement and continues to give back. She has chaired, fundraised and volunteered for many different events for her alma mater, St. Mary's University in San Antonio. In 2015 Imelda was chosen as the chair of St. Mary's University's Fiesta Oyster Bake, an annual event dedicated to raising scholarships funds for students. As the 3rd

woman chosen in the event's 99 year history she helped continue this tradition. Imelda has also been involved with the San Antonio Hispanic Chamber, Hope for the Future, the Leukemia and Lymphoma Society and her parish, Mission San Jose. She currently serves on the Board of Central Catholic HS.

Imelda loves spending her free time with friends and family, traveling and listening to Texas Country music. A lover of baseball and its history, she is committed to seeing every ballpark in America.



Amber Marie Jacquez Medina is Vice President Product Strategy – Hispanic Segment for Synchrony, one of the nation’s premier consumer financial services companies.

As VP Hispanic Segment, Amber is responsible for driving growth through expanding payments and financing solutions to include an authentic consumer experience for Hispanic consumers that accounts for their preference of language and channel. Understanding the preferences of how Hispanic consumers prefer to make purchases and develop relationships with retailers both large and small across the many industries Synchrony serves is at the core of her role. Prior to this role, Amber served in numerous marketing and commercial roles helping small businesses and large retailers with marketing and sales strategies to drive profitability.

Amber is a native El Pasoan, now residing in Horizon City, and is a champion for diversity and inclusion. She has been a long standing leader in Synchrony’s Hispanic Network+, one of eight Synchrony diversity networks that promote diversity and inclusion throughout the company. And most recently became a founding member of the Latinx Executive Alliance, an organization helping more Latinx talent reach the executive ranks of fortune 500 companies. Amber earned a bachelor’s degree in Business Marketing and Information Systems from Loyola Marymount University.



Luisa Montoya is the CEO for Diversity Matters and former SVP Head of Diversity, Equity, and Inclusion Engagement for Santander US. Her keen knowledge of the banking industry allowed her to develop strong and productive partnerships with the community, positively impacting those communities and the company’s brand awareness. Montoya is an English/ Spanish bilingual banking executive from Colombia with years of experience in the financial industry. She holds a master’s degree in Clinical Psychology, which she applies through her work on community outreach and engagement programs. Montoya has a passion for working with minority groups and creating educational programs to serve these communities. She has earned her doctoral degree in organizational management with an emphasis on International Business to continue working with minority groups and deepen her understanding of other cultures



Keitha Adams, the winningest coach in UTEP women's basketball history, returned as head coach of the Miners, Vice President and Director of Athletics Jim Senter announced on April 12, 2023. A native of Oxford, Kan., Adams graduated with a degree in health, physical education, and recreation from Southwestern College in 1989. Adams was Oxford High School's all-time leading scorer and earned All-State honors as a prep. Her jersey was retired in 1986.

Adams was an assistant coach at Independence for two seasons (1994-96) prior to being elevated to head coach. Prior to joining the collegiate ranks, Adams coached at

Winfield (Kan.) High School and Belle Plaine (Kan.) High School.

Adams was the head coach at Independence CC for five seasons and directed the Lady Pirates to a 127-37 record, including back-to-back Kansas Jayhawk Community College Conference titles in 2000 and 2001. Her teams combined for a 35-1 conference mark over her final two seasons. In 2000-01, she led the Lady Pirates to a 31-2 mark, the conference title and was appointed the KJCCC Eastern Division Coach of the Year.



Marisa Guerrero AIFD, CFD Equal parts flower-boss and flower-lover, has relished a lifetime living in and learning about the floral industry. As vice president of Debbie's Bloomers, a retail and event florist in El Paso, TX, Marisa is a second-generation floral designer and educator known for her enthusiasm and involvement in the floral industry.

She has served on the boards and committees of numerous industry organizations including; Texas State Florists' Association, American Institute of Floral Designers South Central Chapter, the AIFD Foundation, the New Mexico West Texas Florist Association, and more.

Years of building friendships and attending classes and events with some of the top designers in floristry have fostered great respect and admiration for floral education.

Marisa spent 5 years teaching classes on the business of floral design at El Paso Community College. She has presented educational programs for florists across the Southwest and looks forward to many more opportunities to strengthen the foundation of the floral industry while gaining friends along the way.



Jessica Christianson As Vice President of Sustainability and Energy Solutions, oversees the Environmental, Social and Governance (ESG) initiatives set forth by El Paso Electric and manages the teams that will focus on how to embed these efforts into EPE’s culture, operations, business plan and strategy.

Jessica was most recently the Senior Director of Innovation and Sustainability for El Paso Electric. Over the course of nine years, Jessica has held positions of increasing responsibility including Environmental Manager, Director of Sustainability, and most recently, Senior Director of Innovation and Sustainability. Jessica is integral in producing EPE’s annual Corporate Sustainability Report, first published in 2017, which is released every summer; leading EPE’s ESG initiatives; and advancing new technologies and programs such as transportation electrification, electric vehicle infrastructure, and renewable energy expansion.

Her commitment to environmental stewardship is matched by her passion for the Paso del Norte region. Jessica currently serves on the Board of Directors for the YWCA El Paso del Norte Region, the Texas A&M Research Advisory Board, EPE’s Community Partners Committee helping oversee \$1.2 Million in grants to nonprofits and is an avid volunteer through EPE’s Volunteers on Location to Serve (VOLTS) program.

Jessica received her Master of Science in Environmental Engineering from the University of Florida, Master of Science in Soil Science, and a Bachelor of Science in Crop and Soil Science from Oregon State University, an Associate of Science in Forest Technology from Penn State University, and a graduate certification in public utility regulation and economics from New Mexico State University.



Angela Dortch as the new HBT HESG South Region Sales Leader, effective May 02, 2022. Angela will report to Chadd Currier, HBT Global Director of Energy and Sustainability Sales. She will be part of the HESG leadership team and based out of Atlanta, GA.

Angela brings over 12 years of experience in complex energy solutions where she has held multiple general management, business development, and sales leadership roles. Prior to joining HON, she held leadership roles for 10 years with Sanofi-Aventis and Novartis Pharmaceutical Companies. Angela’s expertise includes complex large portfolio programs, market expansion, process improvement, coaching, integrated thinking, diversity of thought & strategic collaboration.

Leveraging past industry success, in this role Angela will have the responsibility of leading the South regional business. Primary focuses include achievement of MUSH market strategic and business transformation objectives, driving account management with the existing MUSH portfolio, expanding our business into new accounts, delivering on annual AOP targets and overall business year-over-year growth.



Shalaya Morisette(she/her) is Chief of the Minority Business and Workforce Division at the U.S. Department of Energy (DOE), located within the Office of Economic Impact and Diversity. She is a highly sought-after collaborator and co-conspirator in the clean technology space. Most recently she hails from the utility sector in safety and compliance. In 2022 she took on an additional role at Dearborn STEM Academy in Boston, Massachusetts as a teacher to 11th and 12th graders - delivering a curriculum for engineering with energy in mind. Previously she held various roles in higher education, including enrollment services project manager and in global transportation as the Director of Affiliate Relations. She is the former president of the Greater Boston chapter of the American Association of Blacks in Energy. Serving as the first African American board member of the New England Women in Energy and Environment, she has been devoted to elevating and

engaging women and people of color in the energy space. As a Georgia Gwinnett College Alumni Association board member and a committee member for Browning the Green Space, she has been engaged in the nonprofit and higher education space as a strong advocate for elevating minorities in the energy transition. Morisette's passion for bringing young people into the clean energy industry has also been supported with her work with Girls Inc and WriteBoston. Shalaya received her Bachelor of Business Administration degree from Georgia Gwinnett College and her Master of Education degree from Cambridge College.



Bianca Cervantes brings a colorful career trail of twists and turns in trades. After shadowing a pediatric neurosurgeon during her first year at UT Austin, she quickly learned she didn't have the stomach for medicine and switched from a Neurobiology major to a semester of creative randomness involving art, photography, writing and advertising. This education experiment led her to major in Communications with a focus in Photojournalism, where she began a career in storytelling and a passion in advocacy for her subjects. She spent years in broadcast news at the local FOX, CBS and NBC affiliates while juggling live music events for Downtown First Fridays, known as La Parada which she co-founded in 2010. In 2014 she

pivoted into retail and event marketing as the inaugural Director of Marketing at the Fountains at Farah. A hunger for bigger challenges led her to a jump into Fort Bliss as the Marketing & Events Director at Freedom Crossing military shopping hub, where she continued her love for serving and showcasing local and national talent for troops and their families.

Bianca's biggest life promotion came in 2018 when she birthed her daughter, Ava Soleil, deeming her 'the coolest mom EVER,' her most prestigious accolade yet.

She returned to the workforce as a mother to align with the values of Workforce Solutions Borderplex where she serves as the Communications Director and Chair of HerForce, the women's bureau. The position has allowed her to juggle motherhood and her passion for community impact in workforce and economic development alongside a team of like-minded rockstars.

In her free time, Bianca serves on the local boards of Mija, Yes You Can and frequents golf courses & pickleball courts.



Odette Flores-Ruiz is a Workforce Development Specialist with Workforce Solutions Borderplex. She has been involved in some capacity with the workforce for over four years. Having started with the workforce contractor, she has worked in several positions within WSB and has worked at multiple offices throughout the organization. Her most recent work is as the WSB Board Youth Program Coordinator at the headquarters office. She is also appointed as the Apprenticeship Navigator and the LWDB liaison for foster youth and victims of sexually oriented employment.

Prior to entering the Workforce Development field, she was an Anatomy and Physiology instructor for two local colleges for 9 years and worked in Human Resources for 10 years. This experience has given her the foundation needed to understand workforce development and human behavior, as well as awakening her passion to work with youth and other special populations.



Michael Velez is a Workforce Program Specialist with Workforce Solutions Borderplex whose focus is on the development of projects and initiatives for transitioning service members, military spouses, and veterans in the west Texas region.

Michael is a proud Marine Veteran that served in Afghanistan and was born and raised in El Paso, TX. He is a proud graduate of Burges High School and received his bachelor's degree in social psychology as well as his master's degree in business administration from Park University.

Michael has served the El Paso community in many different aspects, holding various positions with El Paso Independent School District, local non-profits like the Child Crisis Center of El Paso and now with Workforce Solutions Borderplex. Michael has continued his commitment to our military service members and their families by working with the Executive Military and Veterans Affairs Committee and by his partnership with the USO and ACS (Army Community Services).



Ashley Cash of Lubbock is president and manager of CCC Capital Solutions, Inc., a real estate and investment company. She is also a manager of CX5 Partners, LLC; CX5 Holdings, LLC; and CCC Oil & Gas, LLC. Ashley and her husband co-manage family ranches and other investments through their Cash Family Office. She serves on the Board of Quest Trust Company headquartered in Houston, TX and on the Advisory Board at the Gordon W. Davis College of Agriculture Sciences and Natural Resources at Texas Tech University. She is vice president and director for the Cash Family Foundation. For the past three years, Cash has served on the Finance Advisory Committee for Congressman Jodey Arrington (TX-19). Cash previously served on the Boards of The National Ranching Heritage Association, Southcrest Christian School and the March of Dimes, Midland Chapter. She has

also served other organizations, including the Junior League, Special Olympics, United Way, American Cancer Society, Habitat for Humanity, Lubbock Impact, and March of Dimes. Cash received a Bachelor of Business Administration in Marketing and a Bachelor of Arts in Spanish from Southern Methodist University.



Cynthia Conroy of El Paso is the Director of Community Outreach and the Aide to the Chairman of WestStar, the Borderplex region's leading commercial bank. Ms. Conroy serves as the Chair of the Board of Directors of the United Way of El Paso County and the El Paso Community College Foundation; and as a member of the Board of Directors of the El Paso Matters, and the Pioneer Association of El Paso County. She is a member of the Borderplex Alliance, Community Advisory Partnership of El Paso Electric and the Advertising Review Committee of the State Bar of Texas. She served a six-year term on the Governor's University Research Initiative, and is the past board chair of Girls Scouts of the Desert Southwest, past president of El Paso Executive Forum and served on the board of Leadership Women, formerly the Foundation for Women's Resources. . In recognition of her contributions and

accomplishments, Ms. Conroy has been named an El Paso Inc., "Woman of Impact." Ms. Conroy is a graduate of the University of Texas at El Paso (MA Political Science) and is a member of Leadership Texas Class of 2007.



Maru De La Paz of Harlingen is a business development manager with Valley Baptist Health System, where she also serves as the Emergency Medical Services Liaison for the hospital system in the Rio Grande Valley (RGV). An appointed Commissioner to the Cameron County Housing Authority, De La Paz also serves as Vice-President of the Harlingen Consolidated Independent School District Educational Foundation. A proud member of the Junior League of Harlingen since 2003, she has served as Vice-President of Fund Development, Kid Fit Chair, Provisional Chair, and South Texas Sizzler co-chair. De La Paz is a school board member for

TRIUMPH Public Schools serving the San Benito area. She is also a member of the RGV Partnership Board of Directors, the Harlingen Rotary Club, and the Chamber of Commerce Leadership Class of 2021–22. De La Paz was named Inspirational Woman of the Year in 2020 at the Dia De La Mujer conference (International Woman’s Day) in Brownsville and was presented with the Chairperson Choice Award at the Annual Greater Harlingen Chamber of Commerce Gala in 2021 in recognition of her outstanding work within the community.



Rosa Navejar is a versatile and active member of the Fort Worth business community who has worked to support M/WBE programs and companies for over 30 years. Rosa has a deep personal knowledge of the Fort Worth community, having lived there since birth and served as the first woman President/CEO of the Fort Worth Hispanic Chamber of Commerce (FWHCC). Prior to her work at the Chamber, Rosa worked in banking for 25 years, starting with First of Fort Worth Bank, and ending at Bank of America.

Rosa is currently President of The Rios Group, Inc., a firm that provides Subsurface Utility Engineering and Utility Coordination services. She manages staffing, outreach for business development, branding, and marketing, as well as contract implementation and timeline of projects. Headquartered in Fort Worth for the last 11 years, TRG presence has expanded with additional office locations in Dallas, Houston (The Woodlands), Austin (Round Rock) and San

Antonio (Universal City). TRG was recently recognized by The City of Dallas’ Office of Business Diversity as one of 4E Award recipients for Excellence (2019) and by the City of Austin’s Small & Minority Business Resources as one of the Small Businesses of the Year (2018).

Rosa is a lifelong learner. In addition to the numerous career track seminars she attends, she also has completed the Harvard Business School’s Hispanic Association on Corporate Responsibility Leadership Program, Leadership North Texas program, and the University of Chicago GSB’s Executive Leadership Program.

Currently, Rosa is serving on the board of directors for several organizations, including Chair of the Fort Worth Chamber of Commerce. She is also a Board Member of The United States Hispanic Chamber of Commerce, North Texas LEAD, Texas Wesleyan University, The North Texas Commission’s Executive Committee, and serves on the board of advisors for the UTA College of Engineering.



Nathali Parker of New Braunfels is co-owner and CEO of KLP Construction Supply, a heavy civil regular dealer and distributor of construction materials with five stocking locations around Texas. Parker and her sister, Karen Parker Rogers, started KLP in 2012 with a focus on the heavy highway and infrastructure industry. Today, she serves as the Associate Co-Vice Chair for the Austin Chapter of the Association of General Contractors (AGC) – Heavy Civil and Utilities Division, a Future Young Leaders Committee member for the Austin and DFW AGC Chapters, and an AGC Workforce Development Task Force member. Parker also serves on the Education and New Technologies Committee of the Texas Asphalt Pavement Association (TXAPA) and is the Chair to Launch the Women of Asphalt Branch of Texas. She previously served on the board of the TXAPA and as Chairman for the

Associate Division. As a proud letterman Bobcat, Parker graduated from Texas State University with a Bachelor of Science and as an All-Conference Javelin thrower and member of the Track and Field Team competing in the heptathlon and open javelin. She is also a proud citizen of the Chickasaw Nation.



Crystal Cholewa and I'm the proud owner of Xtreme Core Fitness and XCF Kitchen. My mission is to improve the lives of our community by creating a positive, safe and inviting atmosphere that inspires everyone to be the best versions of themselves. I do this by offering a variety of programs to fit everyone's needs, providing high-energy, fun workouts, providing nutrition and supplementation guidance, promoting accountability, and having a dedicated staff that wants to see everyone succeed.



Emily Capaldi is energetic and high-achieving people leader with 4+ years in driving retail sales and marketing goals. Graduated from Arizona State University with a double bachelor's in Business Marketing and Supply Chain Management, all while working numerous jobs and internships to be student-debt free. Completed PepsiCo Beverages college training program to become a Sales District Leader where I managed a team of 15 sales reps across 70+ accounts. Recently changed career paths to explore new opportunities as a Marketing Manager of National Promotions for PetSmart where I work cross-functionally to execute 20+ annual sales events. Have a passion for pets and people!



Lydia Cisneros- Since 2021, is the Vice President and General Manager for the ADP office located in El Paso, TX. In this role, she leads the sites' innovation, engagement, diversity and development programs to support ADP's associates and business objectives. During her tenure as VP/GM, the El Paso location has been recognized as a Best Place for Working Parents two years in a row.

Lydia has over 20 years of leadership experience and started her career with ADP in 2006 as a Client Service Supervisor with SBS Insurance Services. In 2016, Lydia was the first female El Pasoan to be promoted to a Vice President position, leading the Client Service department for the SBS West Payroll Region. In addition to her dedication for enhancing the client and associate experience, Lydia is passionate about the ADP value of "Social Responsibility," as seen through her community involvement

experience, serving on multiple boards.

Lydia holds a Bachelor of Business Administration in Management and Human Resources.

Born in El Paso, Lydia has a deep love and commitment to the continued success of the region. One of her proudest accomplishments is raising her four children alongside her husband, Gustavo.



Barbara Armendariz is a local El Paso native, born and raised by Mexican parents from Chihuahua MX, that immigrated and raised 5 amazing children including herself to always be honest and work hard with integrity. Barbara has been in the car business for over 40 years. She has been a General Manager for 5 years in a male dominated automotive world. She appreciates her employer, Group1 Automotive a NYSE Company, her highly motivated team and great supportive friends, colleagues, and mentors in her life. She is thankful to be a Subaru dealer that demonstrates excellence and community involvement to no end.

She was the first female President to the New Car Dealers board, she received the TAMACC for Women of Distinction in 2022, Small business community award from SBA and proud to have been nominated by the El Paso Hispanic Chamber of Commerce that does so much for the EL Paso Community.

“I encourage people to be the best at whatever you do, do 100%, for women to believe in themselves and accomplish anything you desire.

I strive to be better each day at work, spiritually, and to be grateful for all that I have.”



Alexis is a 2nd generation native El Pasoan. She is the proud daughter of Dora Oaxaca and granddaughter to Raul and Dora Emma Oaxaca. Alexis is grateful to her mother, who raised her as a single parent, with the support of her grandparents, that together gave her their unconditional love and support - coupled with instilling the values for education, commitment, respect, strong work ethic and family. She thanks her mother and grandparents for her spiritual upbringing, teaching her the importance of being bilingual in English/Spanish and love for the Hispanic culture.

During her youth, Alexis lived in Socorro, Texas where she attended Socorro ISD public schools and as a junior in high school, she earned an Associate of Arts in Finance in May 2017. She is a 2018 graduate of Mission Early College High School. At the early age of 21, in the spring of 2021, she achieved a Bachelor of Business in Finance and a certification on Enterprise Resource Planning (SAP) from the University of Texas at El Paso (UTEP). All through her college career, Alexis worked 3 part-time jobs, volunteered to coach a children’s basketball team and participated in political campaigns.

Prior to her graduation date, Alexis was selected by PepsiCo to participate as a Sales Intern and before graduating from UTEP she was offered a Sales Leader position with PepsiCo in Phoenix, AZ. Upon graduation in

2021, she relocated to Arizona and began her corporate career with PepsiCo where she currently is the Sales District Leader of the Southwest region in Phoenix, AZ.

Alexis and her girlfriend Emily live in Glendale, AZ and together care for their dog Taco. Together they enjoy working out and spending time with family and friends.



Judy Remo possess a sincere commitment to hospitality and service and have a unique talent for managing highly efficient and productive teams. Played major parts in improving quality at several restaurants in El Paso. With each company, developed several initiatives to improve community engagement, staff morale, and sales. Current student at Southern New Hampshire University in process of completing a Bachelor of Science in Business with a concentration in Human Resource Management.



Yvonne Serrano was born and raised in El Paso, Tx. She is a graduate of Hanks High School and continued her education to earn a bachelor's degree in business administration. Her work experience has been divers ranging from retail, government and state agencies to manufacturing. Currently she is the Business Manager for Coca Cola Southwest Beverages and takes care of all aspects of administration ranging from budget, payroll and procurement. She is also the event coordinator for employee and community events. Yvonne is the Coca Cola liaison to some of El Paso's local non-profit organizations such as Special Olympics, Adopt a Highway, Alzheimer's Association and many others. Coca Cola Southwest Beverages is a community-centric company and hires diverse associates from the same communities they serve, supporting local economies through job creation while supplying their friends, neighbors, and families with the beverages they crave.



Ruby Alvarez is the Vice President of Community Development at GECU. She has been with GECU for twenty-seven years, beginning her career with the credit union right out of high school. While with GECU, Ruby graduated from the University of Texas at El Paso (UTEP) with her BBA in 2001 and her MBA in 2006. Her job experience includes positions in Credit Union Operations as a Branch Manager, Lending and Community Development.

Ruby is married with two children, is a lifelong resident of El Paso giving her a profound understanding of the unique needs of the community. She has served on various boards. Nationally, Ruby belongs to the CDFI Texas Network and serves as Treasurer for the

National Association of Latino Credit Unions and Professionals. Ruby is a member of the Cornerstone Credit Union Foundation Financial Capability Network and the Cornerstone DE Society Executive Committee.

Ruby is also the current Executive Director for El Paso Affordable Housing and has led the GECU VITA Coalition for six years. In her role as VITA program lead, Ruby has strengthened several community partnerships with the University of Texas at El Paso, several of El Paso's largest school districts, acted as spokesperson for the program, and has aided in the support of teaching vital tax skills to the youth in the community while ensuring El Paso's underserved continue to receive this much needed assistance.



Diane Aragon-Iaforano is the Vice President/General Manager at Lamar Outdoor Advertising New Mexico & El Paso, Texas. Diane is an advertising expert with more than 30 years of experience. She has developed successful advertising campaigns focused on driving revenue growth for businesses.

Lamar Outdoor Advertising New Mexico has displays statewide and is the largest out of home advertising company in New Mexico. Lamar Advertising was founded in 1902 and has grown to be one of the largest out of home companies in the world with 351,000 displays in North American.

We offer our advertisers a variety of billboard, airport, interstate logo, and transit advertising formats, helping both local businesses and national brands reach broad audiences every day.

Diane has also led the team at Lamar Outdoor Advertising Nashville and Lamar Transit Advertising in Albuquerque using her history of success in sales, management at local and national levels.

Diane currently serves as the President of the New Mexico Outdoor Advertising Association.



Arlene Hernandez

Arlene Hernandez is currently the Corporate Sales Development, Sr – Commercial Banking Texas Market, Corporate & Institutional Banking for the PNC Financial Services Group. She is an experienced sales and service professional with a demonstrated history of working in the insurance, banking and business development industry. She is a graduate of the University of Phoenix with a degree in Business Management.



Tania Murray, now a leading force in the mortgage industry, responded to a classifieds ad and found herself on a life-changing career path from strong roots and humble beginnings. With 20+ years strong in the mortgage industry, Tania has helped thousands of families and contributed to the growing development of the TX/NM region. Fresh from the service industry and into the world of mortgage, she moved through the ranks to become a loan originator. She was exposed to real families, high-producing realtors, up-and-coming home builders, and tenured title companies; here is where she fell in love with mortgage. Facing a housing market crash and distrust with the mortgage industry, Tania opened Mortgage Solutions in 2007.

Strategically attacking the market Tania found herself in partnership with a local community bank to provide unmatched loan services. The growing partnership and transitions that came with it led Tania into the path of New American Funding. A nationally recognized lender with a focus on homeownership opportunities within lower-income communities. This was a perfect partnership for Tania, her strong work ethic and empathy for the community keeps her in the top loan officer position for 7+ years and counting. Tania, now a national staple in the mortgage industry, wants to cement herself into the industry using her experience and relationship with God at the forefront of her message; Creating more educated and confident homeowners to support generational wealth and stronger foundations for family stability.



Ellen F. Ordaz is the Founder of EFO Media in El Paso, Texas. Ellen has 30+ years of thought-provoking, insightful marketing strategy experience. She honed her media planning and negotiations skills on accounts like Chevy, State Farm, AT&T and the U.S. Postal Service. EFO Media manages advertising campaigns for Paso del Norte Health Foundation, Sunland Park Racetrack & Casino, Rudolph Automotive and the American Heart Association. Ellen is responsible for designing and managing media plans intended to target very

specific segments on a local, regional and national scale. Ellen's team describes her as the person you want in your corner. She's fierce, she's protective, but most importantly, she's fair.



Secret Fenton Wherrett is the publisher of El Paso Inc. She joined the company in 2003 and has held many positions learning the newspaper business. Prior to El Paso Inc., Secret worked in corporate communications for technology companies in California and Maryland. Secret received her BS in Business Administration from the University of Arizona. She currently serves the board of directors for Executive Forum, the El Paso Symphony Orchestra, The Hospitals of Providence Transmountain Campus and is a YWCA Foundation trustee.