



**THE BORDERPLEX ALLIANCE**

**2022 ANNUAL REPORT**

Dear Investors,

This past year has been an incredible one for our organization. We achieved several major milestones, including the successful implementation of our regional economic development strategy. We have seen an increase in industry diversification, new investment opportunities, and job creation.

We recognize that our success is due in large part to the support of our partners and investors. We could

not have achieved these results without your continued confidence and commitment. We thank you for your trust in us and for believing in The Borderplex Alliance and our mission.

Sincerely,

**Jon Barela, CEO**



## CEO FOCUS AREAS

### ADVOCACY + PUBLIC POLICY

Crafting a pro-business environment to accelerate growth in our region.

### CROSS BORDER COLLABORATION

Amplifying our community's reach by strengthening our global partnerships.



### ECONOMIC DEVELOPMENT

Growing our economy and diversifying regional industries to create a more prosperous future.

### COMMUNITY ENGAGEMENT

Unifying and leading our region's business community.

## 2022 AWARDS



### IEDC AWARD

*Excellence in Economics  
Award for Special Event*



### TEDC AWARD

*Project of the Year  
Population: 250,0001 +*

# BOARD OF DIRECTORS

(As of Dec. 31, 2022)

(\*) Designates New Executive Committee or Board of Directors Member

## CHAIR

Julio Chiu, *SEISA Group*

## CHAIRMAN EMERITUS

Woody L. Hunt, *Hunt Companies*

## CO-CHAIRS

David Osborn, *WestStar Bank*

Tom Hutchinson, *La Posta Group Inc.*

## EXECUTIVE COMMITTEE

Juan Carlos Bermudez, *Parque Industrial Antonio J. Bermudez*

Richard Castro, *Castro Enterprises*

Alejandra De la Vega Foster, *Grupo de la Vega*

Curtis Dinan, *ONE Gas*

Jed Fanning, *Citizens Bank of Las Cruces*

Benito Fernandez, *Sistema Axis SA de CV*

Paul L. Foster, *Franklin Mountain Management*

John Hummer, *Burrell College of Osteopathic Medicine*

Josh Hunt, *Hunt Companies*

Stanley Jobe, *Jobe Materials*

Raymond Palacios, *Bravo Chevrolet Cadillac*

Royal Jones, *Mesilla Valley Transportation*

Crystal Long, *GECU*

Don Margo, *HUB International*

Ryan McGrath, *Wells Fargo*

Marcela Navarrete, *El Paso Water*

Salomon Noble, *Intermex*

William P. Sanders, *Sanders Partners*

Gov. Michael Silvas, *Ysleta del Sur Pueblo*

Kelly Tomblin, *El Paso Electric*

Ken Van Winkle, *New Mexico State University*

Gene Wolf, *Kemp Smith\**

Tracy Yellen, *Paso del Norte Health Foundation*

## BOARD MEMBERS

Scott Adkins, *PyroCom Systems*

Ben Arriola, *Southwest University*

John Balliew, *El Paso Water*

Cindy Bilbe, *Stewart Title*

Will Brown, *Sonny Brown Associates*

Craig Buchanan, *U.S. Bank*

Bill Burton, *Mithoff Burton Partners*

Lydia Cisneros, *ADP*

Chris Clepper, *Nusenda\**

Laura M. Conniff, *Steinborn & Associates Real Estate*

Ross Dahman, *Huntleigh Technologies\**

Dale Dekker, *Dekker/Perich/Sabatini*

Lisa Evans, *Texas Mutual*

Eduardo Garcia, *Horizon Economic Development Co.\**

Art Garza, *Las Palmas Del Sol Healthcare*

Kimball Hakes, *Hakes Brothers*

John Harris, *Memorial Medical Hospital*

John Hjalmsquist, *Pizza Properties*

Amy Hussmann, *Paso Del Norte Hotel\**

Kirk Jefferson, *Conterra Networks*

Brad Kuykendall, *Western Technical College*

Alejandro Limon, *Texas Gas Service*

Dan Longoria, *Mattress Firm\**

Ceci Miles Mulvihill, *RMPersonnel*

Rod Mitchell, *Las Cruces Machine*

Alan Malooly, *Amberlee Financial*

Kristi Marcum, *Bank of America/Merrill Lynch*

Michael Morales, *Raiz\**

Monica Moreno, *The Job Connection*

Carlos Murguia, *REXMED*

Madhi Nair, *Esperanto Development\**

G. Paul Porras, *The Garick Group*

Angelica Rosales, *SUNDT*

Jorge Ruiz, *Baker McKenzie Abogados*

Nancy Lowery, *The Medical Center of the Americas Foundation*

VJ Smith, *Marathon Petroleum*

J. D. Salinas, *AT&T Texas*

Andrea Tawney, *Texas Tech University Health Sciences Center*

Hector Villegas, *PNC Bank*

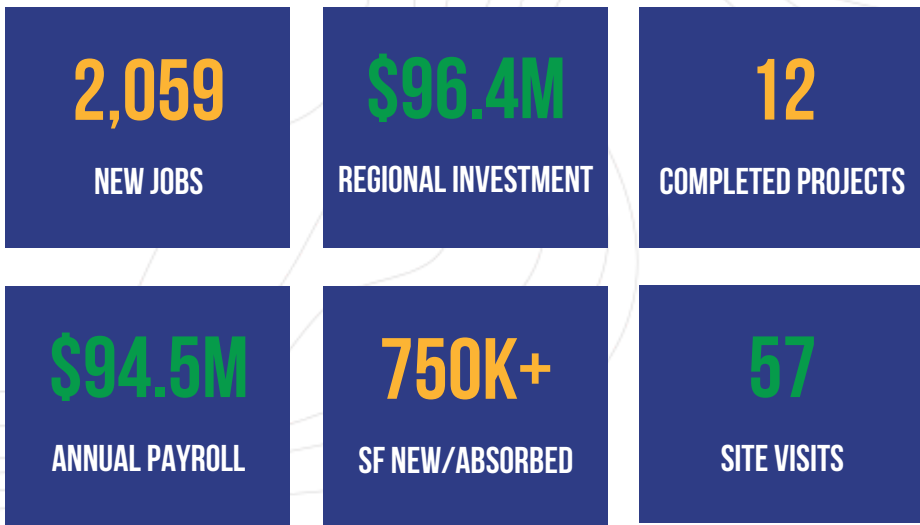
Judy Wendt, *CK Mills Properties*

## INVESTOR RELATIONS

# 21% INCREASE

in Board of Director Members

# KEY METRICS



## PROSPECT MISSIONS



- Chicago, IL.....Site Consultant Visits
- Chicago, IL.....TEDC Roadshow
- Corpus Christi, TX.....TEDC Conference
- Oklahoma City, OK.....IEDC Conference
- Phoenix, AZ.....Site Consultants Visits
- San Diego, CA.....Site Selectors Guild Conference
- Washington, DC.....AUSA
- Washington, DC.....Select USA
- Western Europe.....International Trade Mission





# U.S. - MEXICO BORDER SUMMIT

FEBRUARY 24, 2022 | EL PASO, TX

## ABOUT

The U.S.-México Border Summit is an all day event where attendees receive unique insights from global leaders on geopolitical and business themes driving the global economy.

## SUMMIT STATS



### 6 WEEKS PRIOR

sessions and luncheon were sold out



### 600+

individuals attended the summit



### LOCAL AND STATE

media coverage about the summit

## Featuring Keynote Speakers



### VICENTE FOX

FORMER PRESIDENT OF MEXICO



### STEPHEN HARPER

FORMER PRIME MINISTER OF CANADA



Former Chairman, Raymond Palacios, and Jon Barela, CEO of the Borderplex Alliance, pictured with keynote speakers Vicente Fox and Stephen Harper.

## SPONSORS

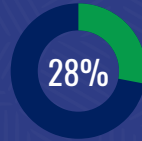


## HIGHLIGHTS



# BORDERPLEX STRATEGIC INITIATIVES

## IMPLEMENTATION PROGRESS



of the 2025 **Strategic Plan** is **complete**



**39** action items are **complete**



**1,000+** people and **businesses** impacted



### BUSINESS DEVELOPMENT + EDUCATION

- **1 Business Financial Literacy Forum** was created and hosted where 20 businesses attended and 4 financial institutions were panelists.
- **5 professional development training courses** were conducted for 15 business retention and expansion professionals.



### WORKFORCE DEVELOPMENT + TECH EDUCATION

- **Borderplex Future of Work Report** completed entailing a 49-page strategy document created by 26 Committee members.
  - 500+ people received the report.
  - 42% of recommendations officially adopted.
- **3 Binational Technology Forums** coordinated with 80 participants and 10 expert panelists total.
- **Borderplex Connect 501(c)(3)** formed by 13 partners with 25 projects.



### SUPPLIER DEVELOPMENT

- **29 supplier customer opportunities** created through the Buyer-Supplier Program.
- **1 Industry 4.0 for manufacturers training pilot program** designed and executed.
- **3 supplier briefs** developed with 392 opens.



# COMMUNICATIONS

## PARTNERSHIPS



## MEDIA HIGHLIGHTS

EL PASO INC.



AREA  
DEVELOPMENT

El Paso Times  
PART OF THE USA TODAY NETWORK

Las Cruces  
Sun News.

The Dallas Morning News

Newsweek

THE CITY | EL PASO  
MAGAZINE



NEW YORK POST

MAGAZINE

EL PASO MATTERS |

KFOX 14

bu businesswire  
A BERKSHIRE HATHAWAY COMPANY

EL HERALDO®  
DE JUAREZ

# 2022 STAFF

(As of Dec. 31, 2022)

**JON BARELA**, Chief Executive Officer

**MARCOS DELGADO**, Executive Vice President

**ARTURO WIENER**, Senior Vice President of Finance

**JOHN A. MEZA**, Vice President of Communications & Government Affairs

**MALLORY DRIGGERS PH.D.**, Vice President of Development & Investor Relations

**NATALIE LITTLEFIELD**, Senior Vice President of Strategy & Business Development

**DENISE AVILA**, Director of Strategic Initiatives

**CHRISTIAN DIAZ**, Vice President of Economic Development

**TRACY HUHN**, Economic Development Analyst

**MONICA FERNANDEZ**, Accountant

**SANDRA SIDES**, Office Manager & Administrative Assistant

SIERRA DE JUÁREZ



**THE BORDERPLEX ALLIANCE**

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