



**THE BORDERPLEX ALLIANCE**

**2018 ANNUAL REPORT**

TWENTY EIGHTEEN WAS A BANNER YEAR FOR THE BORDERPLEX ALLIANCE. PUT SIMPLY, WE'VE NEVER REACHED MORE PEOPLE WITH OUR MESSAGE, BEEN MORE IMPACTFUL IN OUR BUSINESS RECRUITMENT, OR HELD HIGHER AMBITIONS FOR THE REGION.

WHEN POP CULTURE AND POLITICIANS ATTACKED THE REGION WITH FALSE NARRATIVES, WE RESPONDED WITH A POSITIVE, FACT-BASED MESSAGE THAT CAUGHT THE ATTENTION OF MILLIONS ON TELEVISION, RADIO, PRINT, AND SOCIAL MEDIA.

WHEN MEXICO HELD ITS MOST CONSEQUENTIAL ELECTION IN A GENERATION, WE OFFERED INSIGHTS, ADVICE, AND FORECASTING FOR INVESTORS FROM NONE OTHER THAN ITS FORMER PRESIDENT.

AS THE TRADE WAR GEARED UP, WE STRENGTHENED ECONOMIC AND BUSINESS TIES WITH JAPANESE AND EUROPEAN ENTERPRISES THAT INCREASED FOREIGN DIRECT INVESTMENT FOR THE REGION. WE ALSO HIT THE HALLS OF STATE CAPITOLS AND CONGRESS TO SHARE WHY OUR REGION IS A MODEL FOR HOW YOU CREATE JOBS, OPPORTUNITY, AND HOPE.

FROM LOS ANGELES AND SAN FRANCISCO TO BOSTON — THE BELTWAY AND BACK — WE'VE BEEN IN BOARDROOMS SHARING OUR REGION'S UNIQUE ADVANTAGES WITH EAGER ENTREPRENEURS LOOKING FOR A NEW HOME. OUR MESSAGE IS WORKING, AND WE'VE MADE CONSIDERABLE PROGRESS IN ATTRACTING NEW BUSINESS TO THE BORDERPLEX.

IN THIS, OUR SECOND ANNUAL REPORT, WE'VE HIGHLIGHTED JUST A FEW OF OUR ACHIEVEMENTS. NONE OF THIS WOULD BE POSSIBLE WITHOUT YOUR GENEROUS SUPPORT AND BELIEF IN OUR MISSION.

THANK YOU.

SINCERELY,

A handwritten signature in white ink, appearing to read "Jon Barela", written in a cursive style.

**JON BARELA**  
**CEO, THE BORDERPLEX ALLIANCE**

# BOARD OF DIRECTORS

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## CHAIR

MARY KIPP, *El Paso Electric*

## CO-CHAIRS

ALEJANDRA DE LA VEGA FOSTER, *Grupo de la Vega*

RAYMOND PALACIOS, *Bravo Cadillac Chevrolet*

## EXECUTIVE COMMITTEE

DAN ARVIZU, *New Mexico State University*

JUAN CARLOS BERMÚDEZ, *Parque Industrial Antonio J. Bermúdez*

RICHARD CASTRO, *Castro Enterprises*

JULIO CHIU, *SEISA*

MIGUEL A. FERNANDEZ, *Transtelco*

PAUL L. FOSTER, *Franklin Mountain Management*

JOSH HUNT, *Hunt Companies*

TOM HUTCHINSON, *La Posta Group Inc.*

STANLEY JOBE, *Jobe Materials, LP*

CARON LAWHORN, *ONEGas*

CRYSTAL LONG, *GECU*

MARCELA NAVARRETE, *El Paso Water*

DAVID OSBORN, *WestStar Bank*

WILLIAM P. SANDERS, *Strategic Growth Capital*

NICHOLAS TEJEDA, *The Hospitals of Providence*

FRANCISCO "PANCHO" URANGA, *Foxconn*

RUSSELL "RUSS" VANDENBURG, *TVO North America*

TRACY YELLEN, *Paso del Norte Health Foundation*

## BOARD MEMBERS

JOHN BALLIEW, *El Paso Water*

RICK BAUGH, *Sunland Park Racetrack and Casino*

CINDY BILBE, *Stewart Title*

WILL BROWN, *Sonny Brown Associates*

CRAIG BUCHANAN, *U.S. Bank*

BILL BURTON, *Mithoff Burton Partners*

ALVARO BUSTILLOS, *Desarrollo Económico*

LAURA CONNIFF, *Steinborn Realty*

JED FANNING, *Citizens Bank*

ED GARCIA, *Meyers Group*

CIARAN HARVEY, *Prudential Financial*

CARLOS HISA, *Ysleta del Sur Pueblo*

JOHN HJALMQUIST, *Pizza Properties*

DREW HOY, *Hoy Family Auto*

JOHN HUMMER, *Burrell College of Osteopathic Medicine*

WOODY L. HUNT, *Hunt Companies*

ROYAL JONES, *Mesilla Valley Transportation*

BOB KOTARSKI, *City Bank Texas*

BRAD KUYKENDALL, *Western Technical College*

LUIS LARA, *American Industries Group*

ALEJANDRO LIMON, *Texas Gas Service*

DON MARGO, *HUB International*

RYAN MCGRATH, *Wells Fargo Bank*

TERRY MCGREEHAN, *Automatic Data Processing (ADP)*

LIZZIE DIPP METZGER, *Crown Wealth Strategies*

ROD MITCHELL, *Las Cruces Machine, Manufacturing & Engineering*

CECI MILES MULVIHILL, *RMPersonnel*

DAVID NICHOLS, *AT&T*

SALOMON NOBLE, *Intermex*

G. PAUL PORRAS, *The Garick Group*

JORGE RUIZ, *Baker McKenzie*

DAVID SHIMP, *Las Palmas Del Sol Healthcare*

VJ SMITH, *Marathon Petroleum*

HECTOR VILLEGAS, *BBVA Compass Bank*

JUDY WENDT, *CK Mills Properties*

GENE WOLF, *Kemp Smith*

# 2018 STAFF

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JON BARELA, *Chief Executive Officer*

MARCOS DELGADO, *Executive Vice President*

SUSAN A. MELENDEZ, *Senior Vice President — Investor Relations*

ARTURO WIENER, *Senior Vice President of Finance*

TONY RAMIREZ, *Vice President of Economic Development*

KEVIN B. BOBERG, PH.D., *Associate Vice President for Workforce Development*

ROBERT PALACIOS, *Vice President of Strategic Planning*

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

SANDRA SIDES, *Office Manager and Administrative Assistant*

DENISE AVILA, *Program Coordinator — Borderplex de México*

KASSANDRA C. HUHNS, *Director of Economic Research*

KARIN A. RIOS, *Economic Development Analyst*

ORGAN MOUNTAINS

# KEY METRICS

## COMPLETED PROJECTS



**JOBS:**  
**1,612**  
NEW/RETAINED

**INVESTMENT:**  
**\$146.5**  
MILLION

155% increase from 2017

**SQUARE FOOTAGE:**  
**1.19 M**  
NEW/ABSORBED

41% increase from 2017

# QUALIFIED COMPANY LEADS GENERATED

**48** in 2018 over 44 in 2017

48 site visits to the region

58 proposals submitted

5 companies recruited

3 companies retained/expanded

\$38.2 MILLION in annual payroll generated

3.1% increase in average wage

2.9% increase in median hourly wage

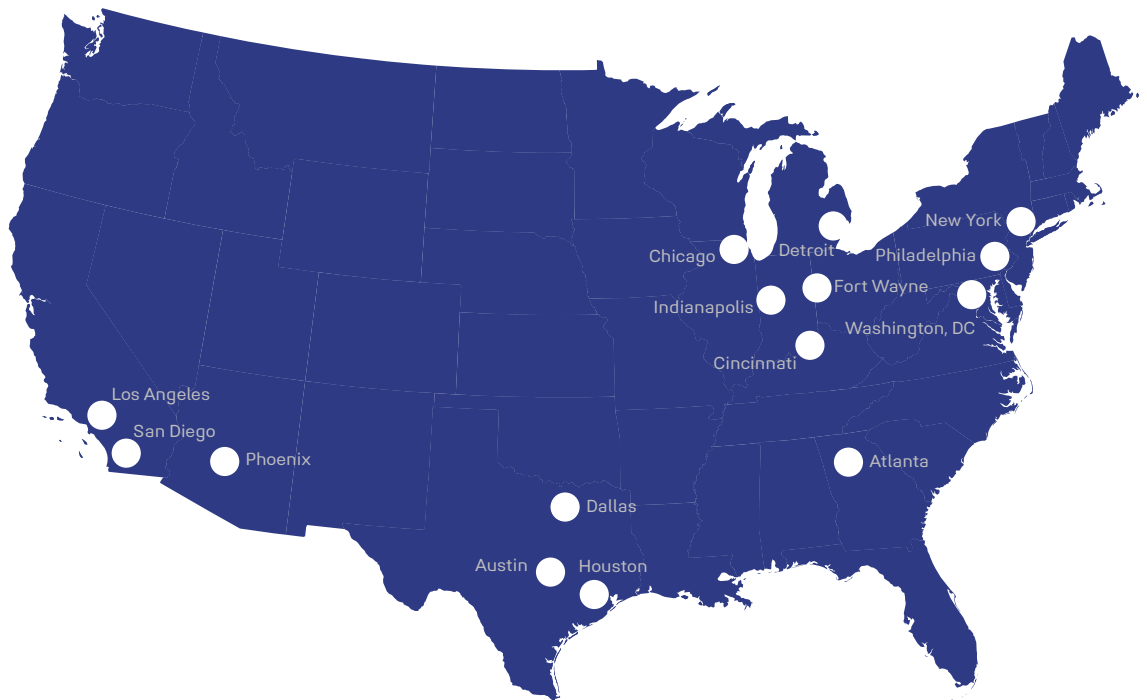
RANGER PEAK

# INVESTOR RELATIONS

<p><b>57</b> Board Members Representing El Paso, Cd. Juárez and Southern New Mexico</p>	<p>This year's summit was the best yet, with a sold-out crowd of <b>500</b> guests and world-renowned speakers including:</p>	
	<p><b>FORMER PRESIDENT OF MEXICO</b></p>	
<p><b>7</b> Investor Events</p> <ul style="list-style-type: none"> <li>• Distinguished Speaker Series (4)</li> <li>• 2018 U.S. - Mexico Border Summit</li> <li>• Board Member Reception: Gov. Garrey Carruthers</li> <li>• Holiday Gathering</li> </ul>	<p><b>2</b> Members of Congress</p>	<p><b>10</b> CEOs</p>
	<p><b>1</b> Former Ambassador to Mexico</p>	<p><b>4</b> Mayors</p>
<p><b>4</b> Distinguished Speaker Series events included:</p> <p><b>HONORABLE JOE STRAUS</b>, <i>Speaker of the Texas House and Texan of the Year</i>  <b>ERNESTO ZEDILLO</b>, <i>Former President of Mexico</i>  <b>MARK B. GRIER</b>, <i>Vice Chairman, Prudential Financial, Inc.</i>  <b>DR. ANTONIA NOVELLO</b>, <i>Former Surgeon General of the United States</i></p>	<p><b>232</b> Total investors at year end 2018</p>	

# PROSPECT MISSIONS

- Atlanta, GA
- Austin, TX
- Chicago, IL
- Cincinnati, OH
- Dallas, TX
- Detroit, MI
- Fort Wayne, IN
- Houston, TX
- Indianapolis, IN
- Los Angeles, CA
- Los Angeles, CA
- New York, NY
- Philadelphia, PA
- Phoenix, AZ
- San Diego, CA
- Washington, DC



## CEO ADVOCACY HIGHLIGHTS

February 9, Austin, Texas.....	Panelist at the <b>TAB</b> Annual Board Meeting and Policy Conference 2018
March 1, El Paso, Texas .....	Economic Development Meeting with <b>TECO</b> (Taiwan Economic and Cultural Office)
March 16, El Paso, Texas.....	Advocacy Meeting with <b>RIO GRANDE COUNCIL OF GOVERNMENTS</b>
April 6, El Paso, Texas .....	Testified Before <b>TEXAS HOUSE OF REPRESENTATIVES</b>
April 18, Austin, Texas .....	<b>BORDER TRADE ADVISORY COMMITTEE</b> Meeting
May 7-9, Houston, Texas .....	Business Recruitment at <b>TEXAS - JAPAN SUMMIT</b>
June 19, New York, New York.....	Panelist at <b>TEXAS LYCEUM</b> Trade Talk
June 22, Washington, District of Columbia.....	Advocacy Meeting with <b>COUNCIL OF THE AMERICAS</b>
June 27, El Paso, Texas.....	Luncheon Speaker at <b>CENTRAL BUSINESS ASSOCIATION</b>

# COMMUNICATIONS

## LOCAL PRESS

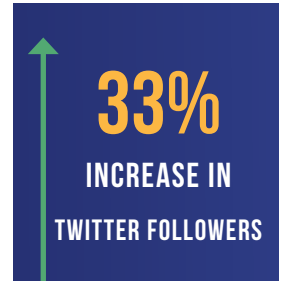
		
		
 www.krwg.org		
		

## STATEWIDE PRESS

 **THE TEXAS TRIBUNE**

*The Dallas Morning News*

ALBUQUERQUE JOURNAL



## NATIONAL PRESS



4.5 million viewers

 **REUTERS®**

## PARTNERSHIPS

FEDERAL RESERVE BANK OF DALLAS

- **ROBERT S. KAPLAN**, *President and CEO of the Federal Reserve Bank of Dallas*
- **DANIEL CHIQUIAR**, *Director of Research for Banco de México*

SMU MISSION FOODS TEXAS-MEXICO CENTER

July 19, Las Cruces, New Mexico.....	Panelist at <b>LIBRE FORUM</b>
July 24, Austin, Texas.....	<b>BORDER TRADE ADVISORY COMMITTEE</b> Quarterly Board Meeting
September 28, Austin, Texas.....	<b>TEXAS ASSOCIATION OF BUSINESS</b> Annual Meeting
October 9, El Paso, Texas.....	Hosted the <b>GO BIG IN TEXAS ROADSHOW</b>
October 23, Austin, Texas.....	<b>BORDER TRADE ADVISORY COMMITTEE</b>
October 29–31, Ft. Wayne, Indiana.....	Business Recruitment at <b>EUROPEAN AMERICAN INVESTMENT COUNCIL</b> Conference
November 20, Cd. Juárez, Chihuahua.....	Panelist at the <b>MEXICAN BORDER FORUM</b>
November 27, Laredo, Texas.....	<b>BORDER FREIGHT ADVISORY COMMITTEE</b>
December 12, Austin, Texas.....	<b>BORDER TRADE ADVISORY COMMITTEE</b>

# BORDERPLEX DE MÉXICO

**CONSEJO REGIONAL PARA EL DESARROLLO DE LA EDUCACIÓN Y SUSTENTABILIDAD (CONREDES)** is a program designed to create a vibrant regional economy by aligning workforce development efforts between the private and academic sectors in Cd. Juárez.

**500+**

students attended the CONREDES annual forum

APTIV, Johnson & Johnson, Lexmark and Bosch hosted industrial visits for

**300+** students

Evaluation rates for interns in the CONREDES soft skills platform rose by

**151%**

Teachers from **5 HIGHER EDUCATION** institutions visited Johnson & Johnson operations

# BORDERPLEX 2020

**4**

meetings held in collaboration with City of El Paso to analyze urban planning priorities

**35**

companies involved in Borderplex Manufacturing Alliance, region's only group serving locally-owned manufacturers

**2<sup>ND</sup>**

year participating at SXSW Trade Show in Austin, TX

**1**

I.T. Workforce Assessment

**2**

new cities targeted for direct flights to / from El Paso:

- New York, NY
- Washington, DC

SIERRA DE JUAREZ



**THE BORDERPLEX ALLIANCE**

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