

# POWER CIRCLE



## Adair Margo

Adair Margo was the Chairman of the President's Committee on the Arts and the Humanities during the two-term Presidency of George W. Bush, focusing on international cultural diplomacy beginning with Mexico. She traveled with First Lady Laura Bush to Paris for the United States reentry into UNESCO and was appointed by Secretary of State Colin Powell to the US National Commission for UNESCO. Serving as a cultural ambassador, Margo traveled to Uruguay at the invitation of U.S. Ambassador Martin Silverstein and she led the highest level cultural delegation to ever visit the People's Republic of China. She received the Aguila Azteca, the highest recognition given by the Mexican Government to a non-Mexican citizen from President Felipe Calderon, and the Presidential Citizens Medal from President George W. Bush who cited her "rallying of support for the cultural agencies and strengthening of international relationships from Mexico to China".

For 25 years she owned Adair Margo Gallery in El Paso, exhibiting over 400 artists from a dozen countries and placing their work in private collections, museums, embassies worldwide, and the White House. She became especially devoted to Tom Lea, founding The Tom Lea Institute in 2009. Adair recorded Tom Lea, An Oral History that won the Border Regional Library Association Award, and she wrote the forward to The Two Thousand Yard Stare, Tom Lea's World War II, winner of the Texas Institute of Letters Award. Margo

also recorded the oral history of National Humanities Medalist Jose Cisneros, co-editing José Cisneros, Immigrant Artist. She earned a B.A. in art history from Vanderbilt University; studied Renaissance art and Italian with Syracuse University in Florence, Italy; and completed her M.A. in art history from New Mexico State University.

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## Aliana Apodaca

Your Source for Inspiration. Your partner for Change.

Aliana Apodaca is known for providing fast paced, inspiring and humorous programs with useful content that makes her a sought after speaker worldwide. With 25 years of experience she has jazzed up thousands of people throughout the United States, Bolivia, Puerto Rico, Mexico and Spain. She is known as an authority on change management, energizing employees, increasing teamwork, and developing effective leaders. Some of her clients include Deloitte Consulting, Marriott Hotels, Dept of Labor, Dept of Housing, Raytheon to name a few. Among her many presentations Aliana was asked by the American Embassy in Bolivia to travel the country providing empowerment training and motivation to the women of that country.

Born in El Paso, Texas Aliana grew up as the oldest of seven children in the Barrio de Ysleta. From these humble beginnings, Aliana overcame an abusive childhood and evolved from being a single mother on welfare to becoming a much sought after inspirational speaker, business consultant, trainer, coach, and writer.

Aliana is a gifted speaker who connects with her audiences through humor and real life stories filled with inspiration and practical tips. Audiences connect with her warm style and can relate to her experiences, struggles and lessons. Her

powerful teachings have moved audiences to profoundly change their lives and to take the action steps necessary for success. Aliana combines a down-to-earth attitude with a "splash of salsa" to help you develop the attributes to your personal power!

As a business owner and advocate for women, Aliana has been recognized by the Small Business Administration as the District - Women in Business Advocate of the Year and was named Business Woman of the Year; and one of 13 Latinas across the State of Texas as a Woman of Distinction by TAMACC (Texas Association of Mexican American Chambers of Commerce). She was honored to be chosen as part of a group of small business owners invited to meet with the President at the White House. Aliana has hosted several local TV programs and for over 20 years was a featured Business columnist with the El Paso Times. Her column provided advice and guidance to readers on workplace issues. She has been featured in Hispanic Magazine, LatinaStyle Magazine and was named as one of "1000 Women for the Nineties" by Mirabella Magazine. She is a Fellow of the National Hispanic Leadership Institute, one of twenty-five women chosen from throughout the United States for outstanding leadership and community service. Active community involvement has been a priority for Aliana. Her civic and professional involvement is at the local, state and national levels. She has served on the Board of Directors of: Latinas 100, Greater El Paso Chamber of Commerce; University Medical Center; National Hispanic Leadership Institute-Alumni; Texas Workforce Development Network; National Association of Private Industry Councils; Boys & Girls Clubs of El Paso, Loretto Academy Board of Trustees; El Paso Hispanic Chamber of Commerce; Upper Rio Grande Private Industry Council; El Paso Child Guidance, CEDARS—Center for Entrepreneurial Development, Advancement, Research and Support at the University of Texas at El Paso; and is a founding member of the U.S. Women's Chamber of Commerce. She is currently serving on the Board of Community En Accion and the Gifford Foundation.

Aliana is also the founder of the Women's Leadership Institute and Latinas 100; two organizations dedicated to furthering the leadership capabilities of women and providing them tools for networking and professional development. Her personal style and approach have been warmly received at many conferences where she has appeared with Jane Fonda, Maya Angelou, Sally Field, Gloria Steinem, President Clinton, and Christina Saralegui to name a few.

Aliana lives in El Paso, Texas with her beloved husband. They are beginning to enjoy life as empty nesters.

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## Crystal Long

Crystal Long is the President and Chief Executive Officer of GECU, in El Paso, Texas. Long has been with GECU for 37 years and previously served as the Executive Vice President, Chief Operating Officer as well as other Executive positions. During her 37 years of service at GECU, Crystal has played an instrumental part in leading GECU to become El Paso's largest independently owned financial institution with over \$2.4 billion in assets and more than 790 employees serving over 350,000 member-owners.

Crystal is a member of the United Way Board of Directors and Human Resources Committee as well as Vice-chair of United Way's Resource Development Committee. She serves as a member of the El Paso Community College Accounting and Business Advisory Board. She is a member of the El Paso Chamber of Commerce Board as well as Government Relations Division while also serving as a Foundation Trustee. She is a member of the Borderplex Alliance Board of Directors, a member of the Audit Committee and also serves on the Business Services Task Force. She is a member of the HOAP Board of Directors and is a Trustee for the Cornerstone Credit Union Foundation. She is a member of the National Roundtable of CEO's and has recently been appointed to serve as Chair of the World Council of Credit union's Foundation WOCCU Fundraising Committee.

Crystal holds a Master's Degree in Business Administration. She is married and has two adult children and is a lifelong resident of El Paso.



## Emma Wollschlager Schwartz

Ms. Schwartz is the President of the Medical Center of the Americas (MCA) Foundation, a non-profit organization known as the "keeper of the vision" of the MCA campus. In addition to a variety of campus master planning activities, the Foundation developed and is operating the first private biomedical research facility in the region: the Cardwell Collaborative (60,000 square feet of wet-labs, dry-labs, big data, office space, collaboration spaces, etc.). This project is the recipient of the Texas Governor's Community Leadership Award for health through the OneStar Foundation, the El Paso Hispanic Chamber of Commerce's Vision of Excellence award, the AIA El Paso design award and the TTU Alumni Design award, all in 2016. The MCA has also acquired land for redevelopment on the campus, funded the development of the TTUHSC Gayle Greve Hunt School of Nursing building and launched a biomedical research and commercialization institute that is working to start-up technology companies using various sources of innovation, including NASA patents. The MCA has raised and received commitments totaling over \$60 million to help it achieve its mission from sources such as the City of El Paso, U.S. Department of Commerce's Economic Development Administration and local philanthropists.

Before the MCA, Ms. Schwartz worked in the field of health-care management, revenue cycle improvement and regulatory compliance for a variety of healthcare companies, including Tenet Healthcare, Sinaiko Healthcare Consulting (Cedars Sinai Medical Center, Sutter Health, Kaiser Permanente, Kerlan Jobe Orthopedic Clinic, etc.). She has been published extensively in this field and has given many presentations on healthcare, corporate compliance, and the development of the life sciences industry in the Paso del Norte region.

Her community involvement is extensive. She is a director of WestStar Bank in El Paso where she chairs the Audit

Committee, the Paso del Norte Center of Hope, Workforce Solutions Borderplex and Progress321, a young professional's organization that she co-founded and serves on the Executive Committee. She is on the Federal Reserve Bank of Dallas' Emerging Leaders Council and is also the co-chair of El Paso's chapter of OVAL, Stanford University's admission outreach and engagement organization. She is a member of the Borderplex Alliance, Women Corporate Directors and Executive Forum. She is also on the Governing Board of the Greater El Paso Chamber of Commerce and on the El Paso Independent School District's Facility Advisory Committee. She is a past director for the HUB of Human Innovation and La Fe Preparatory School. In 2016, she was inducted into the El Paso Business Hall of Fame.

Ms. Schwartz received her Bachelor of Arts degree in Human Biology from Stanford University with a concentration in Comparative Health Policy and a Master of Public Health degree from UCLA in Health Services Management.



## Jodie Meyerov

There's no doubt that taking the risk of being in business can be the most challenging and, at times, might even be the most soul-crushing journey that you will ever take. But with this, the personal growth and rewards can be more than you ever dreamed of. It will lead you to new horizons, it will open your eyes to things that you never thought possible, and it will truly enrich your life."

Jodie Meyerov has spent more than 25 years as an entrepreneur, businesswoman and now Corporate Talent Acquisition Professional in various industries. She started her first business – an Advertising Agency, in Australia, at the age of 21. She went on to sell it profitably 12 years later, as a successful operation, employing more than 22 people with 43 national

clients. She took a sabbatical, achieved her MBA and moved onto her next challenge. She opened a chain of successful Steakhouses in various cities in Australia and over the years, created a franchise development company which opened up more than 15 successful stores as franchises. The company was valued at over \$12 million prior to her selling her share to her partners in 2009, when she moved to the USA with her active-duty military husband. Jodie now resides permanently in El Paso and works for Charles Schwab, one of the nation's largest Financial Brokerage, Wealth Management and Banking Organizations, with almost \$3 trillion in assets, and over 300 offices nationwide, in a Senior Talent Acquisition Advising role. She focuses specifically on all roles within the Finance, CSS and Operations space across various lines of business within Schwab. She sits on multiple boards as an Advisor in various categories and industries, and loves her work in Talent Acquisition because it connects her deeply with her community and the exceptional talent she has the honor of working with every day.



## Joyce Wilson

Joyce Wilson had an illustrious career in city management service which took her from Richmond, Virginia to Yuma, Arizona, and ended in El Paso, Texas after serving 10 years as the city's first City Manager. Ms. Wilson has been nationally recognized for her extraordinary work by various organizations, such as the Texas City Management Association (TCMA), International City Management Association (ICMA), the National Association of Public Administration, and several local organizations. She was named El Pasoan of the Year 2014, along with the MountainStar Sports Group, for their work to bring Triple-A affiliated baseball to El Paso.

After 30 years working in city management, Wilson was appointed permanent CEO of Workforce Solutions Borderplex on January 1, 2015, after having served as interim since June 2014. Workforce Solutions Borderplex is a public non-profit agency of the Texas Workforce Commission. The agency serves a 6 county region in Southwest Texas by providing employers with skilled workers and helping individuals

develop the skills needed to thrive in the workplace.

Wilson has a B.S. in Business Administration & Economics from Virginia Commonwealth University and a Masters of Public Administration (MPA) from Harvard University's John F. Kennedy School of Government. She is an alumna of the Kellogg Foundation's National Fellowship Program and a Fellow with the National Academy of Public Administration (NAPA).



## Marcela Navarrete

Marcela Navarrete is a perfect example of how hard work pays off.

This former Austin High School volleyball and soccer player earned an accounting degree from UTEP.

A CPA, the El Paso Water Utilities' VP of Strategic, Financial & Management Services is honored, surprised and grateful at being named a 2016 Woman of Impact.

"I took an accounting class my senior year in high school, and loved it," she says. "The teacher, Mrs. Gomez, was petite and was always dressed up, and I thought, 'I want to dress like that in my job one day.'"

Math, Navarrete's favorite subject, helped pad an impressive resume.

She thinks her biggest impact on the El Paso community is being on the EPWU team working on water-rights land acquisitions in Hudspeth County for the future importation project to supply El Paso with water far into the future.

"Without this, our community won't be sustainable, much less prosperous," she says. "It's been a very complex process, with many moving parts, but exciting and rewarding to work on."

Helping create the new Stormwater Utility in 2008 runs a

close second. It was a huge amount of work that needed to be done in a short time frame. New to all, it required lots of quick research and learning.

Navarrete is proudest of being a female in the male-dominated water and wastewater industry, and of now being the highest-ranking female in El Paso Water's history, which was created in 1952. That was never a goal, but fortunately, she had those opportunities here.

She's been with EPWU since 1993, moving up the ranks from Accountant I to Chief Accountant to Chief Financial Officer to her current position. Her professional associations and memberships range from Texas Society of CPAs, United Way and Hispanic Chamber of Commerce to Keystone Heritage Park Association, Borderplex Alliance and Leadership El Paso. The most important thing she's learned is that things seldom go as planned.

Navarrete would tell future women leaders to take advantage of opportunities because "you'll never know if you'll ever have that opportunity again."

She notes, "As women, we tend to lack confidence in ourselves and our abilities; so, we hesitate to take those chances. Nothing ventured, nothing gained. Have confidence in yourself and just do it!"



Marie Moore

As the co-founder of The Mentor Ship, Marie Moore strives to facilitate professional development for women in all sectors of our local business environment. A strong advocate for Women's Rights and Equal Education Opportunities; Moore has led or assisted with a number of local initiatives to promote the wellbeing of women and/or children at home, at

school, at work and even overseas in the service of this country. One of her proudest moments was being recognized as the SBA Women in Business Champion of the Year, in 2015. As the owner and director of M2 Marketing, she brings decades of experience and an extensive bi-national and bi-cultural background to the table. Moore was a co-founder of PICA (Personal Image Consultants of Canada) and has provided brand development, image, media liaison and promotional services for a full roster of government, industrial, legal, financial, business administration, retail, design and communications companies and individuals.

She is an experienced journalist, editor, teacher, producer, T.V and radio spokesperson, large and small scale event coordinator and marketing guru – but her favorite titles will always be "Mom" and "Gramma".



Mary E. Kipp

Ms. Mary E. Kipp has been Chief Executive Officer of El Paso Electric Co. since December 15, 2015 and served as its President from September 18, 2014 to December 2015. Ms. Kipp served as the Chief Compliance Officer at El Paso Electric Co. from December 7, 2009 to September 18, 2014 and Senior Vice President and General Counsel from June 2010 to September 18, 2014. She served as Chief Legal Officer at El Paso Electric Co. since December 7, 2009. Ms. Kipp served as a Vice President of Legal at El Paso Electric Co. from December 7, 2009 to June 2010 and also served as its Assistant General Counsel and Director of FERC Compliance since December 2007. Prior to joining El Paso Electric, Ms. Kipp was a Senior Attorney in the Federal Energy Regulatory Commission's Office of Enforcement in Washington, DC. Before entering government service, she was an attorney at Greenberg Traurig, LLP and El Paso Natural Gas Company. Ms. Kipp has been a Director of First National Bank and WestStar Bank since 2015. She has been Director of El Paso Electric Co. since December 15, 2015. She is active in numerous community organizations, including serving on the boards of the Sun

Bowl Association, Borderplex Binational Economic Alliance. Ms. Kipp received her BA cum laude from Williams College, her JD from the University of Texas School of Law and is an alumnus of Exeter College, University of Oxford.

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## Mica Short

Mica Short joined Texas Gas Service as Community Relations Manager in August of 2013. In her role as manager, Ms. Short manages the company's charitable giving for the El Paso region. Additionally, Ms. Short does the company's public affairs and is the main liaison for the company with the governments of San Elizario, Socorro, Horizon City, El Paso, Anthony, and Vinton.

Internally, Ms. Short serves as the company's management liaison for the company's initiatives related to the United Way campaign and the company's volunteer efforts within the community. In her position at Texas Gas Service, Ms. Short represents the company on a number of governing boards including the YWCA Paso del Norte Region, the Greater El Paso Chamber of Commerce, and Destination El Paso. Prior to joining Texas Gas Service, Ms. Short served as Executive Vice President at the Greater El Paso Chamber of Commerce, where she oversaw the Chamber's advocacy efforts at the local, state and federal levels in the areas of healthcare, transportation, infrastructure and development, and border issues, and served as the Chamber's chief lobbyist. There, she worked with her staff and government relations volunteers to develop the Chamber's legislative agendas and the Chamber's positions on key legislative issues. Prior to joining the Chamber, Ms. Short worked for four years as the community outreach liaison for an El Paso County Commissioner. Ms. Short is a native El Pasoan and a graduate of Loretto Academy. She holds a Bachelor's Degree in Political Science and a Master's Degree in Public Administration, both from the

University of Texas at El Paso. She was named Outstanding Academic Graduate Student by the Institute for Policy and Economic Development when she received her Master's in 2004 and is a member of Pi Alpha Alpha, the National Honor Society for Public Affairs and Administration.

Ms. Short is a graduate of Leadership El Paso – Class 28 and participates in a variety of civic organizations. Ms. Short is a graduate of the U.S. Chamber of Commerce's Institute for Organization Management. In 2009, she completed a Fellowship on Regionalism and Sustainable Development arranged by the American Chamber of Commerce Executives in partnership with the Ford Foundation, and in 2013, she received a Certificate in Leader Development at the U.S. Army War College's National Security Seminar.

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## Norma Molina

Norma Molina is the Chief of Protocol at the United States Army Sergeants Major Academy. She has been with the DOD for 40 years with a background in Human resources and Protocol with both National and International Etiquettes/Customs and Courtesies.

Norma is also active in the El Paso community in the arts/dancing. She is the owner of the Dance Company, "Gitanos del Paso", Flamenco and formally for 11 years, the Flamenco Dance Director for the show, Viva Mexico. Norma has three children, Dr. PHD, Angel Molina Jr.; Nadia Molina Mitchell, Public Health Specialist; and Bianca Molina, student at UTEP. Her family has served our armed forces for 4 generations. Norma also mentors Women in El Paso through public/motivational speaking.

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## Yolanda Arriola

Yolanda Arriola is currently the owner/CEO Chief Executive Officer of one of the largest grossing privately owned universities in the state of Texas. Southwest University at El Paso is an institution whose origins began as an English as a Second Language (ESL) tutoring center. Quick Study Learning Center first opened its doors with only one student and one teacher. Now as Southwest University at El Paso, Mrs. Arriola is providing a learning opportunity for over 1,800 students a year. Additionally, the University provides a positive economic stature with the El Paso Community by employing over 200 employees.

As innovators within our community, Southwest University became the first educational institution to implement the use of iPad's as e-books. A staple to the success of the Arriola Family and Southwest University has been the patience in growing a company with steady consistency.

Yolanda's focus toward leadership and growth has gained her recognition for being a community leader, innovator, and entrepreneur. Mrs. Arriola has been nationally recognized for educational growth, and quality among various educational accrediting bodies. In 2014, the Arriola's received the award for The Texas Family Business of the year for outstanding Community Commitment issued by Baylor University (Waco). In 2015, Yolanda was awarded the LISTA award representing Latina women in business (New York City).

As a business owner Yolanda has made a dedication to always give back to her community and appreciate her husband's roots as a U.S. Army veteran. She takes pride in hiring, and providing education to active duty and military veterans. Her commitment towards the El Paso Community is reflected in the numerous contributions she has given throughout

the city. She donated a winter coat to every child registered at AOY Elementary school, the following year she topped that action by donating to every student a backpack with school supplies needed for the year.

Yolanda's hard work and guidance as a business leader can be felt by walking around the campus of Southwest University. The growth of the university that Yolanda established has been the intrinsic factor which shows its significant presence in the smiles and laughter within the halls and classrooms at Southwest University.

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## Tracy Yellen

Tracy Yellen is the Chief Executive Officer of the Paso del Norte Health Foundation and its partner foundations – the Paso del Norte Charitable Foundation in El Paso and Fundacion Paso del Norte para la Salud y Bienestar in Cd. Juarez. Collectively, the Foundations collaborate to improve health and quality of life in the Paso del Norte Region through leadership, grantmaking, and leveraging philanthropy.

Tracy has over 25 years of experience working with governmental and nonprofit organizations in the region. Originally from the East Coast, Tracy is active in the community serving or having served on numerous boards including the Borderplex Alliance, Paso del Norte Health Information Exchange (HIE), University Medical Center of El Paso, YWCA El Paso Del Norte Region, Women's Fund of El Paso and The Johns Hopkins University. She is a member of Executive Forum.

Tracy earned a Bachelor of Arts Degree in International Studies from The Johns Hopkins University and Masters in Public Administration from the University of Texas at El Paso. She is a former college basketball player and marathon runner. Tracy is married and has two school-age children.

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