

R E S U M E

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WORK EXPERIENCE

New Mexico State Representative,
Bernalillo District 13

Elected, November 6, 2012
Re-Elected, 2014, 2016, 2018,
2020, 2022

Program Assistant, Catholic Charities
Office of Immigration, Albuquerque, New
Mexico

July, 2008 to August, 2010

Gifts Officer/Chief Financial Officer,
Big Brothers Big Sisters of Central New Mexico

December 2006 to August 2008

Responsible for the planning, infrastructure development, implementation and stewardship of the individual, major and corporate giving program. Responsible for developing the annual pledge campaign. Responsible for administrative and management duties of Fund Development Office and other fundraising activities.

Development Director, Acoma Business
Enterprises/Sky City Cultural Center and
Haaku Museum, Acoma, New Mexico

May 2005 - May 2006

Responsible for the design, development, implementation and management of the newly created Development Office for the new cultural center and museum. Responsible for developing and implementing the fundraising strategy. Responsible for planning the creation of a board of directors, the plan for incorporating the museum as a 501C-3 and preparation of the 501C-3 application process. Responsible for the grant research, grant writing and management and implementing the membership program and setting up the membership data base program. Responsible for establishing a planned giving program, the design, development and implementation of the donor program and liaison between donors and the entity. Responsible for developing the succession plan to include job descriptions and objectives. Responsible for the design and development of a membership and sponsorship packet for marketing purposes, and assisted with the overall planning, acquisition and implementation of the museum exhibits and outdoor art projects. Also, prepared the Capital Outlay Legislative request and budget development process

Development Director, SEED Graduate

November 2004 - May 2005

Institute, Albuquerque, New Mexico

Responsible for the development, direction and management of the development program including all grant research, writing and management. Assisted with the implementation of the institute's educational programming, web site upkeep and management, workshop and conference planning, registration and hosting, and managed the monthly financial preparations for reporting purposes. Organized special volunteer and fundraising events.

Executive Director, Cibola Communities November 2001 - August 2004
Economic Development Foundation, Inc. Grants, New Mexico

Responsible for all economic, community and business development on behalf of the local governments and community including housing development initiatives. Responsible for the recruitment, expansion and enhancement of business and industry. Responsible for workforce development initiatives to compliment economic development activity. Responsible for the on-going planning and collaboration amongst local and tribal governments on economic, community, housing and tourism development. Act as liaison and consultant on economic, community, tourism and housing development with local, state, national and tribal governments and all pertinent quasi-government, civic, educational, business and community entities. Assisted local businesses with expansion opportunities and coordinated the local employer council. Responsible for the budget development and coordination of board of directors meetings. Acted as the REDTT and TANM representative. Wrote a regular guest column for the local newspaper covering educational topics relating to community, economic, business and housing development. Organized special events for community awareness and involvement and for fundraising purposes.

Independent Associate, Pre-Paid Legal October 2000 - October 2001
Service, El Paso, Texas

Owner/Operator of marketing and sales of a pre-paid legal plan for families, businesses, groups, employers and individuals.

Media and Community Partnership Specialist August 1999 - October 2000
U.S. Census Bureau, El Paso, Texas

Responsible for all Media Relations, including the formulation of regular media alerts, media advisory's, press conferences, press briefings and act as the spokesperson for Census 2000. Responsible for all the promotional and public relations of Census 2000 including the production and distribution of promotional items, banners, posters, signs and making presentations to the public and at organizational and civic affairs. Developed community partnerships and

organized county-wide activities to promote participation in Census 2000.

Consultant, Owner, Tewa Promotions and Public Relations, Inc., El Paso, Texas January 1994 - August 2000

Worked on a per contract basis on the following **projects and campaigns**:

Political: On a per campaign basis, devised and implemented campaign strategy including Get Out the Vote, media relations, prepare, produce and purchase of advertising spots, speech writing and official representation of the candidate/campaign, organize and coordinate volunteer effort.

Management: Provide training to private/public sector management and staff in how to develop Personnel Policies, Operating Procedures, Management Information Systems, Customer Relations, Problem Solving, Staffing and Staff Development strategies, Wage and Salary Administration, compliance with local, state and federal regulations, compliance with Affirmative Action and EEOC and all other Employee Relations requirements and any other area determined by on-site assessment and nature of the contract.

Promotions/Marketing: Determine the marketability of product, assess the market, determine the target market, develop the strategy, write the promotions package, produce the advertising spots, provide on-going evaluation and follow up. Train personnel in the marketing strategy and how to carry out the regular monitoring and evaluation of the strategy.

Training: Prepare training modules for boards, upper management based on assessment of needs. Taught the training modules providing additional support persons on various topics and areas of enhancement. Training included motivational, organizational, budgetary mgmt., natural wellness and group dynamics.

Grant Solicitation: Research and development of grant/fund availability on per project basis and write and prepare all grants and proposals to private and public sectors.

Survey Projects: Recruit, train and coordinate staff for door-to-door and phone surveys. Oversee each project through completion. Responsible for all work and time reports and overall management of each project.

Owner, Tewa Jewelry...Plus November 1996 - December 1999
El Paso, Texas

Operated a jewelry retail store featuring Indian silver jewelry and native arts and crafts.

Administrative Assistant, Texas
House of Representatives, Austin, Texas

January 1993 - September 1993

Responsible for the entire organization and management of the Office of Representative Tony Parra (deceased), of El Paso. Responsible for the public relations and district relations of the office. Was the primary contact with constituents, other elected officials, state agencies, fellow Representatives and acted on behalf of the Representative on all official duties as assigned. Responsible for hiring and supervising the staff and for the administrative duties including payroll, travel, computer training and all correspondence relating to the official duties of the Representative. Maintained on-going relations with the House Administrative and the staff of the House of Representatives. Reported directly to the Representative.

Consultant, Trinity Chicano
Coalition, Inc. El Paso, Texas

January 1993 - September 1993

Remained a consultant during the temporary relocation to Austin, Texas. Duties continued as described below

Executive Director, Trinity Chicano
Coalition, Inc., El Paso, Texas

January 1987 - January 1993

Managed all organizational and program development and implementation of operations; supervised personnel (over 64) and sub-contractors (55) operations, supervised and monitored fiscal operations; responsible for all contract compliance; responsible for all research/development of private/public grant funding and for all grant writing, and other source of funds solicitation and assist the Board of Directors with their on-going fundraising; responsible for Personnel management including hiring and disciplinary actions; development and implementation of Policies and Procedures. The following programs were developed under my administration as a community service and to generate revenue for self-sufficiency of the agency: Affordable In-Home Day Care for working poor families; Economic Development Revolving Loan Fund Program for small businesses; organized the Alameda Development Association - a group of businesses located in a depressed neighborhood; At-Risk Youth Employment Program after school and in the summers; Book and Food Distribution Projects; Purchased and maintained multi-family rental units, Purchased a Historical Home for renovation and office space rental; Development of an Affordable Housing Project for first time buyers including loan pre-qualifications; organized consumer self-help groups such as the elderly, parents of child care program, housing coalitions, youth and neighborhood improvement volunteers and others. Reported directly to the Board of Directors.

Administrator and Program/Community Developer, St. Anne's Center for Trinity

January 1983 - January 1987

Chicano Coalition, Inc., El Paso, Texas

Developed and implemented self-help community improvement concept; worked directly with social service agencies, community groups and elected officials to develop programs in the areas of health, housing, elderly, children and youth projects, educational, social and economic empowerment; established a network of resources housed under one center; provided rental space and assistance to agencies working in the area to increase accessibility to the residents of the neighborhood; supervised program, staff and contract operations; developed St. Anne's into a multi-purpose family resource and community service center; formed a coalition of resources to examine ways in which to address the non-traditional homeless problem existing in economically depressed communities, principally comprised of recent immigrants; and responsible for contract compliance and for grants research, writing and development; supervised full time and part time staff, volunteers and sub-contractors.

Owner, Sutton & Perry Images, Inc. El Paso, Texas

August 1985 - January 1993

Handled all entertainment promotions, talent promotions, premiers for film and plays; organized the El Paso/Juarez International Film Festival and assisted in the initial efforts to renovate the historic Plaza Theatre to house the festival; organized the advertising and fundraising for political campaign contracts; was the International Marketing Consultant for Canal 44/Juarez; was the Trade Relations Consultant and Liaison with Mexico on NAFTA representing the National Council of La Raza, El Concilio de El Paso and Trinity Chicano Coalition, Inc.

Co-Owner, Salazar Public Relations El Paso, Texas

May 1982 - May 1985

Developed and coordinated publicity and promotion for clients, produced newspaper, radio/tv ads, newsletter/flyer layouts and organized fundraising events; acted as liaison between clients and the media, represented clients in business affairs; account representative for clients.

International Business and Organizing Manager, American Federation of State, County and Municipal Employees

May 1982 - May 1983

(A.F.S.C.M.E.), El Paso, Texas

Recruited members for the local union and provided the business management of the local office, prepared all local union program and finance reports; maintained employee and management relations, prepared for and participated in the annual contract negotiations.

Management Training Specialist,
Southwest Training Institute
El Paso, Texas

November 1982 - May 1983

Designed management training modules with focus on women in leadership, management and supervisory positions; conducted regular training workshops and needs assessments.

Employment Relations and Services
Coordinator, Instructor, El Paso Community
College, El Paso, Texas

March 1978 - November 1982

Implemented candidate evaluation procedures for vacant staff positions; conducted job analyses, staffing and wage and salary surveys; developed position classification evaluations and other personnel studies; wrote and implemented Staff Development Program; responsible for compliance of Affirmative Action and Equal Employment Opportunity Management and Reporting. Taught part-time classes: Women in Business and Non-Profit Mgmt.

Special Education Program, El Paso
Independent School District

September 1977 - March 1978

Assisted high school students with learning disabilities on a one-on-one basis; subjects included math, reading, social studies, writing and spelling

Assistant Chemical Operator,
American Cyanamide Chemical
Company, Linden, New Jersey

August 1976 - August 1977

Mixed and packaged chemicals for finished insecticide product; was one of the first 14 females hired to work in this non-traditional field under the federally mandated Affirmative Action Program. Member/shop steward, United Steelworkers of America.

Income Maintenance Technician and
Case Worker, Hudson County Department
Of Welfare, Jersey City, New Jersey

September 1975 - August 1976

Screened and took applications from welfare clients for General Assistance; referred clients to other needed social services; conducted follow-up case work; provided job training counseling; served Spanish Speaking clients. Member, AFSCME Local.

Program Developer/Vocational
Counselor, SER/CETA Jobs for
Progress Program, Denver, Colorado

December 1974 - August 1975

Developed a Woman's Program to assist women in seeking employment in non-traditional work; provided vocational counseling for the unemployed; conducted research in job availabilities and placed women in available jobs.

Peer Counselor, University of
Colorado, Boulder, Colorado

June 1973 - December 1974

Counseled students in academic, personal, and financial affairs; recruited at local high schools; assisted in the registration process; referred students to available social and health services; conducted enrollment surveys; conducted and evaluated students for retention programs.

Organizer for Colorado Migrant Council
Organized farm workers in Las Animas and Alamosa, Colorado for the United Farm Worker Union/AFL-CIO

June 1973 to June 1975

United Farm Worker Union/AFL-CIO
Organizer, Boulder, Colorado

September 1974 to August 1975

Organized the boycotts and community support and organized weekly union activity

EDUCATION

Doctoral Studies, American Studies, transfer to Chicana & Chicano Studies
University of New Mexico

current

Master of Public Administration, MPA and
Master of Community and Regional Planning, MCRP
University of New Mexico

May, 2013

Bachelor of Arts in Sociology, Social
Work/Sociology and Political Science
University of Colorado at Boulder

December 1974

University of Texas at El Paso

January 1969 - May 1972

Loretto Academy High School

May 1968

CERTIFICATIONS

Equal Employment Opportunity and Management Specialist,
Equal Employment Opportunity Commission
Washington, D.C.

1979

Certified: Community, Economic Developer
Certified: Housing Developer
Development Training Institute,
Baltimore, Maryland

1991

Parliamentarian

1993

Certified: Grant Writer/Public and Private Funding,
National Council of La Raza, Washington, D.C.

1991

New Mexico Grantwriting Fellow,
New Mexico Grantsmanship Training Institute

2002

PROFESSIONAL VOLUNTEER WORK

Elected, New Mexico State Representative

2012 to present

League of United Latin American Citizens
(LULAC) National Treasurer

2015 to 2018

League of United Latin American Citizens
(LULAC) National Parliamentarian

2010 to 2015

President/Member Greater Albuquerque
Council LULAC #34

2013 to present

Engagement Team and Advisory Board,
America Speaks, Albuquerque, NM

2010 to present

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Member, NM Alliance for Retired Americans	2010 to present
President of UNM Public Administration Graduate Student Association (PAGSA)	2009 to 2011
Parliamentarian, UNM Graduate and Professional Student Association	2011 -2012
Representative, Graduate and Professional Student Association	2009 to 2011
UNM Associate Court Justice, Graduate Student Court, Graduate and Professional Student Association	2009 to 2011
Local Host Committee Liaison, 2010 LULAC National Convention	2008-2010
Steering Committee Member, Project of New Mexico Graduate Students of Color	2010 to present
Member, UNM Raza Graduate Students of Color	2009- 2013
Chairperson, LULAC Education Service Center Albuquerque, New Mexico	2009 to 2010
Deputy State Director/Elderly, New Mexico LULAC	2008 to 2010
Vice President of Greater Albuquerque LULAC Council #34	2007 to 2010
Member, Patient Advisory Board, UNM Hospital Southeast Heights Clinic, Albuquerque, New Mexico	2009 to 2012
Graduate, Emerge New Mexico Class of 2007 Albuquerque, New Mexico	2007
Member, NM Association of Fundraising Professionals Albuquerque, New Mexico	2005-2008
Principal Partner and Founder of Females for Financial Freedom Investment Club	1996-2003

Lt. Governor and Member of Tribal Council Piro MansoTiwa Pueblo Tribe of San Juan de Guadalupe, Las Cruces, New Mexico	1995 to present
Coordinator/member of Justice Network Diocese of El Paso	1997-2001
Lay Minister, Social Justice Coordinator and Parish Council Member St. Pius X Parish Community	1995-2001
Community Liaison to the President of Mexico and National Council of La Raza, Washington, D.C.	1986 & 1990
Coordinator, Southern New Mexico and Far Texas, Hands Across America Project	1986
Board Member, Texas Community Development Association (TXCDA), Austin, Texas	1985-1990
Founder and Member, Mexican American and Jewish Relations Commission	1985-1990
Advisory Board Member, Multi-Purpose Center For Persons with Disabilities, City of El Paso	1988-1992
City Planning Commissioner, City of El Paso	1986-1992
Board Member, National Low Income Housing Association, Washington, D.C.	1987-1992
Founding Board Member, El Paso Housing Coalition	1989-1992
Board Member, Mexican American National Women's Association, (MANA), El Paso Chapter	1980-1990
Founder and Board Member, El Paso Women's Commission	1982-1988
State Democratic Executive Committee Woman, El Paso County Democratic Party	1980-1988
Member, Mexican American Democrats of	1980-1988

El Paso, Texas

Board Member, Centro de Salud Familiar
La Fe Health Clinic, El Paso, Texas 1979-1990

Member, Central Labor Council, AFSCME
International 1982-1986

Founder and Co-Chair, El Concilio de El Paso
Coalition of over 30 community organizations
including LULAC, MALDEF, Southwest Voter
Registration and Education Project 1979-1990

Community Development Block Grant Program
(CDBG) Steering Committee Member, City of
El Paso; Reappointed and elected Chairperson 1985-1989

1997-2001

REFERENCES

Available Upon Request