

DATE: 3/25/2020

TO: City Clerk

FROM: City Representative Isabel Salcido

ADDRESS: 300 N. Campbell St. TELEPHONE 915.212.0005

Please place the following item on the (Check one): CONSENT Xxx REGULAR _____

Agenda for the Council Meeting of March 31, 2020

Item should read as follows: Appointment of Laura A. Butler to the Veterans Affairs Advisory Committee

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Veterans Affairs Advisory Committee

NOMINATED BY: Representative Isabel Salcido DISTRICT: 5

NAME OF APPOINTEE Laura A. Butler
(Please verify correct spelling of name)

E-MAIL ADDRESS: N/A

BUSINESS ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

HOME ADDRESS: N/A

CITY: N/A ST: N/A ZIP: N/A PHONE: N/A

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: _____ NO X

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:

HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES: _____

LIST ALL REAL ESTATE OWNED BY APPOINTEE IN EL PASO COUNTY (BY ADDRESS):

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Nathaniel Chaney

EXPIRATION DATE OF INCUMBENT: 5/4/2021

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: _____

RESIGNED X

REMOVED _____

DATE OF APPOINTMENT: 3/31/2020

TERM BEGINS ON : 3/31/2020

EXPIRATION DATE OF NEW APPOINTEE: 5/4/2021

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: _____

2nd TERM: _____

UNEXPIRED TERM: X

Laura A. Butler

QUALIFICATIONS AND SKILLS

- Passionate educator with over 15 years' experience – teaching, facilitating, training, briefing, and tutoring
- Military knowledge – 8 years working with soldiers and family members, military spouse
- Program Management – self-starter, self-management, takes initiative, flexible, creates and maintains projects
- Customer Service background – organized, patient, detailed, communicative, works well with others
- Experienced in hiring new employees – resumes and interview process, recruitment, applicant tracking systems
- Technical skills – Microsoft/Mac/Linux/Android software and systems, Salesforce, Adobe products, Learning Management Systems and teleconferencing systems

PROFESSIONAL EXPERIENCE

Area Program Manager – Onward to Opportunity

Institute for Veterans and Military Families

El Paso, TX

July 2018 to Present

Assists transitioning service members, veterans, reservists, National Guard, and military spouses across high-demand industry sectors and occupations through the provision of industry-specific skills and credentials. Accountable for conducting relationship management, recruitment, referral, program coordination, and execution for the El Paso/Fort Bliss area as well as remotely throughout the Southwest

- Serve as the in area liaison for all program participants, instructors, collaborators and sponsors as well as coordinating and facilitating area meetings and classes. Completed 7 successful cohorts in a year period with almost 450 participants.
- Build relationships and open lines of communication with the military community and related organizations for the military community benefit.
- Develop outreach and recruiting plans for attracting transitioning service members, veterans, spouses as well as reserve and National Guard. Cultivate appropriate relationships with interested applicants. Works directly with military, government, and non-profits to generate referrals to program
- Develop class schedules, agendas and recruit instructors and/or speakers for each cohort-related class. Had over 36 different individuals and programs come in as speakers for the 3-day course
- Ensure coordination of referral and placement of participants with employer partners and provide follow up resources. Universal positive outcomes, including employment and higher education, for participants is approximately 80% for the 3 closed cohorts.
- Assist in developing and distributing ongoing marketing initiatives including presentations, videos, brochures, press releases, and social media along with community-based marketing initiatives tied to partner events

Career Transition Trainer/Program Assistant

GBX Consultants/AFX Group

Fort Bliss, TX

April 2013 to July 2018

Conducted 3-day, comprehensive Department of Labor career transition workshops for separating and retiring service members and their spouses who were transitioning from the US military and entering the civilian job market. Reported to Regional Project Manager remotely, built and managed relationships with other contractors and federal employees working for such programs as Soldier for Life, Fort Bliss Career Skills Program, USO and Army Education. Understood and explained available government, non-profit, and private services and resources at installation and beyond to aid service members and families. Required continued reading and learning in course-relevant topics as well as making appropriate networking connections online and at hiring events

- Completed 90+ workshops, with 2300+ soldiers, in five different locations. Prepared and facilitated 3 workshops with less than 24 hours' notice
- Delivered topics including self-appraisal, career decision making, identifying job goals, job search techniques, translating military experience to civilian terms, transferable skills, resumes, federal hiring, interviewing skills, networking, dress for success, salary negotiations, and personal branding
- Adapted level of course curriculum to audience that included Army, National Guard, Army Reserves, Air Force, Navy, military spouses, officers and retirees. Took on the role of a senior workshop facilitator for 4 years, primarily working with officers and senior-level retirees in the Executive Workshop

- Trained 10 new facilitators as part of on-the-job training. Helped 2 seasoned facilitators get acclimated with teaching the senior-level class
- Developed a course explaining US Army rank structure and common terminology to civilian trainers that are not accustomed to the inner-workings of military organization to help with their instruction
- Updated program agendas and slide decks for a new company-wide curriculum roll out for 300+ employees

United States Program Director

World Cosplay Summit/WCS Ltd.

Nagoya, Aichi, Japan

2010 to 2017

Maintained strict project deadlines, delegated tasks to department managers, created all event documents, budgets and contracts, developed and distributed marketing and promotional materials with marketing staff, created a large social media presence to generate interest and outreach, and updated event rules year-by-year. Created and maintained staff positions by hiring and training personnel, and held staff meetings through teleconferencing on a monthly basis. Utilized surveys to track participant engagement and to assess if improvements need to be made, and reported all results and statistics required by the Japanese parent event in a timely manner to strategically plan for the next years set of events

- Communicated and planned competitive events with staff and event liaisons at 7+ yearly events across the US
- Coordinated and managed relationships on a multinational level with 30+ organizers world-wide, 6+ event coordinators in Japan as well as press, judges, event liaisons, translators, government agencies, event staff, board of directors, television staff and backstage crew, and participants such as the chosen Team USA. Collaborated with all parties to make sure funding and travel needs were met
- Researched, cultivated and created relationships with 10+ event sponsors, recruited 6+ speakers and judges for each event, and developed culturally sensitive relationships with 20+ Japanese sponsors and external partners

Operations Manager

Wachovia/Wells Fargo Bank

Fayetteville, NC and Westlake Village, CA

2007 to 2011

Processed personal, business and foreign currency transactions, knowledge of products and how to sell to customers in order to make correct referrals to other employees. Trained and coached tellers and tracked store, district, and regional metrics, executed opening and closing procedures, compliance, and arranged morning meetings. Developed community outreach program with Service Manager through volunteerism, taking part in local events, and making donations

- Trained 150+ employees on transactions, loss prevention, transitional and merger policies, and foreign currency in a 4 year period. Had over \$1M+ transactional authority

EDUCATION AND TRAINING

Chapman University

Orange, CA

Bachelor of Music – Education with Instrumental Emphasis

Army Military Knowledge • Family Readiness Group: Leadership Training • Army Community Service: Facilitator and Instructor Training • Army Community Service: Resilience Training • Federal Resume Writing • Strategic Planning Foundations • **SHRM Veterans at Work Certificate**

CERTIFICATIONS

Project Management Professional (PMP) – In progress, estimated completion April 2020

CA 2042 Single Subject Credential with Cross-cultural, Language, and Academic Development Certification

VOLUNTEER EXPERIENCE

- Veterans Voices Facilitator – Texas Humanities 2019
- Family Readiness Group Leader – 6th Squadron, 1st Cavalry Regiment, Headquarters Troop 2012 to 2014
 - Award: Commander’s Award for Public Service
- Lead Event Developer and Coordinator – SPJA/Anime Expo 2005 to 2007
- Canyon High School Golden Warrior Regiment Band Boosters – also Assistant Band Director 2000 to 2007