

DATE: April 15, 2015

TO: City Clerk

FROM: District 3 City Representative Emma Acosta

ADDRESS: 300 N. Campbell Street TELEPHONE 915.212.0003

Please place the following item on the (Check one): CONSENT XXX REGULAR \_\_\_\_\_

Agenda for the Council Meeting of April 21, 2015

Item should read as follows: Appointment of Siria Rocha to the Veteran Affairs Commission

**BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM**

NAME OF BOARD/COMMITTEE/COMMISSION: VETERAN AFFAIRS COMMITTEE

NOMINATED BY: City Representative Emma Acosta DISTRICT: 3

NAME OF APPOINTEE Siria Rocha  
(Please verify correct spelling of name)

E-MAIL ADDRESS: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

CITY: El Paso ST: TX ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

CITY: El Paso ST: TX ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

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:

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

**NAME OF INCUMBENT:**

new committee - none

**EXPIRATION DATE OF INCUMBENT:**

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: \_\_\_\_\_  
RESIGNED \_\_\_\_\_  
REMOVED \_\_\_\_\_

DATE OF APPOINTMENT: 04.21.15

TERM BEGINS ON : 04.21.15

EXPIRATION DATE OF NEW APPOINTEE: 04.21.17

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: x  
2<sup>nd</sup> TERM: \_\_\_\_\_  
UNEXPIRED TERM: \_\_\_\_\_

## **SIRIA ROCHA**

A highly organized senior executive with success in achieving revenue, profit, and business growth objectives. Strong problem-solving and decision making skills with the ability to develop and implement effective action plans.

### **Chief Operating Officer, Atlantis Health Services 2013-Present**

Responsible for operations for a behavioral health clinic with 25 employees and an annual budget of almost 2 million dollars. Work very closely with physicians and the director of mental health in order to provide good quality care to patients.

## **PROFESSIONAL EXPERIENCE**

### **Chief Deputy, County Tax Assessor-Collector 2011-2013**

Managed 72 employees with a budget of over 40 million dollars. Established and presented to the County's Civil Service Board with the first set of policies and procedures for the Tax Office. Implemented staff development based on performance and quality standards. Focused the office's vision to customer service and meeting the needs of the public.

### **Business Development Liaison, University Behavioral Health (UBH) 2009-2011**

Responsible for creating Business Development Plans for UBH that included relationship building with Primary Care Physicians, Social Service Organizations, and El Paso County Schools. Responsible for monitoring overall hospital admissions that resulted in the creating and execution of a plan of action on a quarterly basis in order to improve hospital admissions.

### **Marketing Director, West Texas Food Bank 2006-2008**

Managed and supervised staff directly involved in the development, creation and implementation of social media for the Food Bank's 22 county service area. Developed a Social Marketing Campaign integrating both qualitative and quantitative research methods by using focus groups ranging in age and social economic backgrounds that analyzed and provided feedback on the a Social Marketing Campaign funded by USDA. Directed, created and developed scripts in order to bring public awareness of food insecurity, both Public Service Announcements aired in different local television channels.

### **Director of Development, Frontera Women's Foundation (FWF) 2005-2007**

Responsible for creating and implementing foundation's development plan that included raising \$500,000 in matching grants to develop the FWF's initial endowment fund. Developed a short-term 3 year and long-term 5 year action plan in order to produce sustainability of the endowment fund.

### **El Paso County Government 1995-2003**

Served in various roles with diverse administrative responsibilities leading to several promotions. Highlights include responsibilities ranging from the oversight of all monies collected for distribution to vendors; Provided group and individual presentations, reaching audiences ranging from 10 to 150 people; Reached for the first time in County Attorney's history the collection of one million dollars leading to the "Million Dollars" award recognition; Provided creative support through the development of presentations for County Attorney Jose Rodriguez for his use to present in Mexico & Venezuela in order to raise awareness in local community

programs and organizations such as child advocacy, hot checks, domestic violence and the environment. This work eventually resulted in the recognition as the Employee of the Year Award.

**United States Army**

**1991-1995**

Served in the Air Defense Artillery as an enlisted soldier with various duties and responsibilities. Assigned to Dhahran, Saudi Arabia; Fort Bliss, Texas; and Suwon Korea serving as Publications Assistant to Executive Administrative Assistant. Earned a promotion within a short period of time to one of the most coveted positions in the military for administrative staff, to serve as the Executive Administrative Assistant to a Lieutenant Colonel. Prepared all confidential correspondence for the Lieutenant Colonel to include First Sergeant's Evaluations to soldier incident reports. Earned a higher security clearance due to my diligence in maintaining confidential information restricted to upper level ranks.

**RECOGNITIONS**

- ❖ Women of Color Incubator (WOCIDI) – Only 18 minority women were selected in the world to participate in a nine month training program to develop leadership & fundraising skills.
- ❖ Recognized by the El Paso Times, full page newspaper article on the selection to WOCIDI and the foundation's work
- ❖ Received a Resolution from the State of Texas Senate, *Senator Eliot Shapleigh*

**EDUCATION**

**Bachelor of Arts (BA)**

University of Texas at El Paso

Major: Organization & Corporate Communication

Minor: Business Administration

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**VOLUNTEERISM**

El Paso Conference for Women, Steering Committee Member

LULAC, Member

Mayor's Thanksgiving Event (Mayor John Cook), Steering Committee Member

United Way of El Paso, Allocations Sub-Committee Chair

Amigo Airshow, Committee Volunteer

Nolan Richardson Golf Tournament & Charity, Chair/Committee Member

Dia De Los Ninos, Dia De Los Libros Public Library Annual Event, Volunteer Chair