

DATE: 8.18, 2016

TO: City Clerk

FROM: City Representative Emma Acosta

ADDRESS: 300 N. Campbell Street TELEPHONE 212.0003

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

Agenda for the Council Meeting of Consent Agenda for August 23, 2016

Reappointment of Georgina Panahi to the Greater El Paso Civic Convention & Tourism
Advisory Board By City Representative Emma Acosta, District 3 (Contact Representative

Item should read as follows: Emma Acosta, District 3, 212.0003)

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Greater El Paso Civic Convention and Tourism Advisory Board

NOMINATED BY: City Representative Emma Acosta DISTRICT: 3

NAME OF APPOINTEE Georgina Panahi
(Please verify correct spelling of name)

E-MAIL ADDRESS: _____

BUSINESS ADDRESS: _____

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

HOME ADDRESS: _____

CITY: _____ 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: _____

Georgina Panahi

EXPIRATION DATE OF INCUMBENT: _____

September 4, 2016

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

RESIGNED _____

REMOVED _____

DATE OF APPOINTMENT: _____

8.23.16

TERM BEGINS ON : _____

9.5.16

EXPIRATION DATE OF NEW APPOINTEE: _____

September 4, 2018

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

2nd TERM: x

UNEXPIRED TERM: _____

GEORGINA M. PANAHI

MARKETING PROFESSIONAL

DEDICATED MARKETING PROFESSIONAL with a broad spectrum of organizing, political advocacy, and business and healthcare management expertise that integrates guidance skills, and real-world experience credentials with a lifelong interest for helping others and making a difference. Diverse scope of qualifications encompassing assessing complex situations and formulating solutions.

Competent facilitator with keen analytical ability; adept in needs assessments, program efficacy, and creating marketing, advertising and media campaigns. Self-directed and highly motivated; successfully acclimate to new professional roles. Able to respond effectively to demanding situations, provide visionary leadership, and follow through with diligence and competence. Specializing in communicating and coalescing with individuals from various social and economic backgrounds. *Executive Management Skills include:*

- Strategic Planning
- Project Management
- Data Analysis
- Resource Management
- Product Positioning
- Coalition Building
- Media Relations/Public Affairs
- Budget Management
- Event Coordination
- Crisis Management
- Competitive Analysis
- Presentation Skills

PROFESSIONAL EXPERIENCE

Marketing Manager

December 2011- Present

El Paso Children's Hospital

El Paso, Texas

Provide vision, leadership, management, and strategic direction for all marketing and public affairs of El Paso Children's Hospital. Manage and facilitate all marketing, media relations, public affairs, internal and external written and oral communications, website development, social media, community outreach, and government relations for El Paso Children's Hospital and its physicians and pediatric sub specialists. Write, design, develop, and produce all promotional materials, collateral, videos and campaigns from the ground up for a start-up separately-licensed children's hospital.

- Report directly to the CEO and serve as a member of the Executive Leadership Team that pioneered the start-up of the first-ever separately licensed El Paso Children's Hospital.
- Report marketing/media quarterly and annual reports and market development strategies to the Board of Directors on a quarterly basis and at all Strategic Retreats.
- Promote pediatric clinical service lines and pediatric sub-specialists to the community and community physicians to drive referrals and awareness of El Paso Children's Hospital.
- Analyze trends, public reaction to events, market dynamics, referral patterns, and healthcare/governmental regulations.
- Develop and implement appropriate outreach for healthcare providers, community and government leaders, and public.

- Serve as a government relations/PR liaison to Children's Hospital Association of Texas and Children's Hospital Association.
- Produced over 100 stories for local, regional, national, and international media outlets in first 8 months of operation.
- Managed and produced the Ribbon Cutting Ceremony for the first ever children's hospital in El Paso with over 2,000 attendees.
- Facilitate and manage all internal and external events promoting El Paso Children's Hospital which include: VIP Visits, Publicity Visits, Health Fairs, Annual Employee Birthday Party, Hospital Birthday Party, Business Leadership Forums, Opening Tours, Community Tours, Hospital Donations, etc.
- Developed and launched El Paso Children's Hospital first bilingual website.
- Managed media relations functions, prepared and distributed press releases, and participated in interviews with print and broadcast journalists.
- Serve as El Paso Children's Hospital primary point of contact for all media inquiries.
- Monitor inquiry traffic and ensure responses are timely and in accordance with EPCH Policy and HIPAA regulations.
- Compose newsletters and other informational material for distribution to stakeholders and personnel in order to keep them acquainted with formal and informal activities of El Paso Children's Hospital and fellow employees.

Legislative Aide

June 2008-November 2011

City of El Paso-District #3

El Paso, Texas

Managed and directed day-to-day operations of the office of an elected official. Provided managerial direction to district office staff and performed policy research and analysis on a range of important constituency and budgetary issues. Served as a liaison to citizens, community groups, public and private organizations, and various governmental agencies. Researched all issues related to the City of El Paso District 3 and high profile international affair issues, water, and border relations with Mexico. Maintained full planning responsibility for high-profile projects and special events. Appeared in the place of the Representative for District #3 at various official functions and meetings. Drafted press releases, statements, speeches, and other written material; prepared executive memos, summaries, reports and opinion/position papers; and performed moderate to complex administrative office support tasks and activities.

- Managed formal public outreach programs, consisting of District Community Citizen Forums, Community Meetings, etc.
- Resolved complex matters as they occurred; provided guidance and training to staff when necessary.
- Conducted detailed research and analysis on a wide variety of topics.
- Oversaw planning and coordination of all aspects of programs, projects and events.
- Reviewed all bid proposals for projects in District 3.
- Analyzed budget and legislative issues and developed plans and options.

Consultant

December 2007- June 2008

Billing & Consulting Services of El Paso

El Paso, Texas

Earned independent license through American Billing Systems to serve medical providers, general small business and political candidates in the El Paso Area as an independent licensee of American Billing Systems. Provided electronic claims processing and comprehensive billing

services to medical providers using HCFA 1500, pre-authorized checking for all businesses and served as a consultant for political candidates.

- Conducted business-to-business sales.
- Provided technical support.
- Implemented aggressive effective marketing plans.

Alumni Association Executive Director
New Mexico State University

May 2005- March 2006
Las Cruces, New Mexico

Oversaw all operations, management, marketing, events and public relations for the Alumni Association. Managed a staff of six employees in Las Cruces and Santa Fe, NM. Oversaw 55 alumni chapters in the nation, worked with the Executive Council and planned events locally and nationwide.

- Ensured accurate and complete alumni database records; capture contact, biographical and career information of alumni via surveys, projects (e.g. alumni directory), correspondence, website, postal returns, etc.
- Collaborated closely with development colleagues in increasing support from alumni; routinely identify and qualify alumni prospects for gifts.
- Developed alumni community outreach programs with over 55 chapters in the nation.
- Oversaw and balanced the budget for Alumni Relations; within the annual program budget, managed existing and/or additional alumni programs, services and communications.
- Raised funds for select special projects and events in collaboration with Development colleagues.

Marketing Director
Sun Bowl Association

June 2002- April 2005
El Paso, Texas

Provided vision, management, and direction of all marketing for the association and attained corporate and local sponsorships of major college Bowl Game. Managed all sponsorship, agreements and incorporated new promotions for sponsors. Orchestrated the distribution of all promotional materials, acted as a liaison to the alumni associations, contracted all media and served as an ad agency contact. Planned and managed major special events and coordinated the annual Sun Bowl Game and event operations with over 300 volunteers.

- Held the first ever sold-out Sun Bowl Game attendance record, a mission that had not been accomplished in 69 years of Sun Bowl history, with a standing room attendance of 52,288 in 2004.
- Developed and managed marketing budget over \$250,000; increased sponsorships by more than \$75,000.
- Researched, analyzed, negotiated and executed title sponsorship evaluation.
- Assisted in the presentation and coordination of the annual Thanksgiving Day Parade (over 250,000 attendees).
- Administered event management to include managing and coordinating special events. Duties included deciding on the theme, layout and facility design, work flow charts and coordinating entertainment.
- Implemented cross-promotions with over three major sponsors, to include: vehicle giveaways, trip giveaways, cash promotions, souvenir cups and product samplings.
- Increased attendances for the Sun Bowl game each year.

EDUCATION

Bachelor's Degree in Business Administration in Management
New Mexico State University
Concentration in Entrepreneurship

TECHNICAL KNOWLEDGE

- **Computer Proficiency:**
Word Processing, Spreadsheet, Presentation, & Database Software (MS Office)
- **Graphic Design:**
Adobe CS5, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, QuarkXPress,
- **Social Media:**
Facebook, Pinterest, Twitter, LinkedIn, Google+, YouTube, Hoot Suite
- **CMS/Web Hosting:**
Word Press, Mail Chimp, Constant Contact, IContact
- **Basic Coding Knowledge:**
QR Coding, PHP, HTML & CSS code
- **Bilingual Communication Skills in English & Spanish**

COMMUNITY INVOLVEMENT

- **Leadership El Paso, Class XXX**
 - **City of El Paso Tax Increment Reinvestment Zone #6- Member (2013- Present)**
 - **Junior League of El Paso – Board of Directors (2012- 2014), Board & Council (2012- Present), Training, Education, and Development Chair (2014- Present), Advisory & Strategic Planning Chair (2013- 2014), Community Council (2012-2013), and Community Research Chair (2012-2013)**
 - **Amigo Airsho - Media Committee Member (2010)**
 - **March of Dimes - Citizen of the Year (2003, 2004), Signature Chef (2008)**
 - **El Paso County - Children's Hospital Bond Campaign Volunteer (2007)**
 - **City of El Paso Charter & Bond Campaign- Campaign Volunteer (2004)**
 - **EPISD Bond Campaign – Campaign Volunteer (2003)**
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