



Request for City Council Committee Action from the Department of Intergovernmental Relations

Date: August 12, 2008
To: Betsy Hodges, Chair Intergovernmental Relations Committee
Referral to: Full Council

Subject: Request by Cuernavaca, Mexico to establish a sister city relationship

Recommendation: Establish a sister city relationship with Cuernavaca, Mexico; authorize staff to draft sister city agreement documents to formalize the relationship by mid-September, 2008.

Previous Directives: none

Prepared by: Lauren Maker
Approved by: Gene Ranieri *Gene Ranieri*
Presenters in Committee: Lauren Maker, CM Gary Schiff

Reviews

- Permanent Review Committee (PRC): Approval Date _____
- Civil Rights Approval Approval Date _____
- Policy Review Group (PRG): Approval Date _____

Financial Impact

- No financial impact
- Action is within the Business Plan

Community Impact

- City Goals: One Minneapolis; A Premier destination

Supporting Information

Sister Cities is an international program started by President Dwight Eisenhower to foster people to people citizen diplomacy. Sister Cities promotes peace through mutual respect, understanding, and cooperation—one individual, one community at a time. The International organization focuses on creating and strengthening partnerships between communities around four key themes: sustainable and economic development, arts and culture, youth and education, and humanitarian assistance. Minneapolis established our first sister city relationship in 1961 with Santiago, Chile, and currently has eight sister city relationships: Santiago, Chile; Kuopio, Finland; Ibaraki, Japan; Novosibirsk, Russia; Tours, France; Harbin, China; Uppsala, Sweden; and Eldoret, Kenya.

While many other large cities in the United States have been shrinking in population, thanks to immigration, Minneapolis has seen growth. From 1990 to 2000, Minneapolis saw an 269.3% increase in the Hispanic population. Two-thirds of the Latino population in Minneapolis identified themselves as being of Mexican descent; a significant segment of this community has direct ties to the State of Morales, of which Cuernavaca is capitol.

In the last year, we have had several meetings and discussions with representatives of the Mexican embassy in St. Paul to discuss forming this relationship, including a meeting with a delegation from Cuernavaca, representing their proposed local sister city committee. The attached document from our local committee proposes to establish the sister city relationship with Cuernavaca, Mexico. Educational exchanges, tourism, arts and culture, and economic development are all areas to be explored in this relationship.

Originally, Cuernavaca has had a sister city relationship with Denver, Colorado. Under Sister City International procedures, the existing sister city must give approval for establishment of an additional sister city relationship. We have received written permission from Denver to proceed with establishing our own sister city relationship with Cuernavaca.

Criteria for establishment of a sister city relationship has been established by the Council, see council action of July 17, 1998 attached to this report. This proposal meets the criteria as well as the City's goals for international relationships.

I would also note that solid current and long term support for this relationship has been abundantly demonstrated by the ongoing advocacy of this relationship by the Mexican Consulate in St. Paul, and by the critical role of the City's Latino Advisory Committee in spearheading the formation of our local Cuernavaca sister cities group.

There are usually no direct costs to the City of Minneapolis in any sister city relationship, beyond the already budgeted costs of staff time and operations of the Department of Intergovernmental Relations.

Resolution of the City of Minneapolis

By Schiff

Accepting the invitation of the City of Cuernavaca, Mexico to join in a Sister City Agreement, inviting the citizens of Cuernavaca and Minneapolis to participate in the activities outlined in the agreement, and approving the plans to develop the Sister City Agreement.

Whereas, many citizens of Minneapolis are eager to forge new cultural and friendship connections with Mexico; and

Whereas, many members of the Minneapolis community have worked with the Consulate of Mexico in St. Paul, through clubs and other channels, to strengthen ties between the City Minneapolis, the City of Cuernavaca and the State of Morales, Mexico; and

Whereas, the City of Minneapolis has received an formal invitation from the City of Cuernavaca, Mexico to establish a sister city relationship; and

Whereas, there are many existing ties and programs, including the College of Augsburg's Center for Global Education, that provide educational opportunities and exchanges between Minneapolis and Cuernavaca, that stand ready to expand those ties and opportunities; and

Whereas, other organizations, such as the Rotary International and Lions' Clubs, have expressed interest in developing programs and partnerships with their counterparts in Cuernavaca to further this proposed relationship; and

Whereas, over 100 Minneapolis businesses have connections to the City of Cuernavaca, Mexico and would benefit from interaction and exchanges between our two cities; and

Whereas, the City of Minneapolis and the City of Cuernavaca, Mexico would both benefit from ongoing cultural, tourism, agricultural, technology and sports exchanges; and

Whereas, the dramatically increased population of Hispanic residents in the City of Minneapolis and the increased cooperation between the United States and Mexico make this a timely effort to increase the bonds between our communities and focus on creating and strengthening our partnerships around sustainable

and economic development, arts and culture, youth and education and humanitarian assistance;

Now, Therefore, Be It Resolved by the City Council of the City of Minneapolis:

That the City Council, on behalf of the people of the City of Minneapolis, hereby approves the efforts of the community and the City of Cuernavaca to develop a Sister City Agreement between the City of Minneapolis and the City of Cuernavaca, Mexico, for the purposes of creating greater mutual understanding between the peoples of our two cities and nations.

Be It Further Resolved that the Mayor of Minneapolis is hereby authorized to act for the City of Minneapolis to finalize this Agreement.

Be It Further Resolved that our local Cuernavaca sister city organization, in cooperation with the Mayor and the City Council, pursues the necessary steps to formalize the relationship between the Cities and to involve appropriate individuals, groups, and businesses in developing cultural, educational, technical and commercial exchanges.

Passed: August 22, 2008

Barbara A. Johnson, President
Minneapolis City Council

Approved:

R.T. Rybak, Mayor

Attest:

Steve Ristuben, City Clerk

MINNEAPOLIS CITY COUNCIL OFFICIAL PROCEEDINGS

REGULAR MEETING OF

July 17, 1998

(Published July 25, 1998,
in Finance and Commerce)

Council Chamber
Minneapolis, Minnesota
July 17, 1998 - 9:30 a.m.

President Cherryhomes in the Chair.

Present - Council Members Mead, Minn,
McDonald, Johnson, Thurber, Ostrow,
Campbell, Niland, Goodman, President
Cherryhomes.

Absent - Biernat, Colvin Roy, Herron.

Campbell moved approval of the minutes of
the special closed meeting of June 24, and the
regular meeting of June 26, 1998. Seconded.

Adopted upon a voice vote.

Campbell moved referral of petitions and
communications and reports of the City officers
to proper Council committees and departments.
Seconded.

Adopted upon a voice vote.

PETITIONS AND COMMUNICATIONS

COMMUNITY DEVELOPMENT:

NEIGHBORHOOD REVITALIZATION
PROGRAM (NRP) (263920)
NRP Financing Information & Reports.

COMMUNITY DEVELOPMENT (See Rep):

COMMUNITY DEVELOPMENT AGENCY,
MINNEAPOLIS (MCDA) (263921)

Allina Health System: Preliminary approval
to issue tax-exempt hospital revenue bonds by
City of Mpls & St Paul Housing & Redevelop-
ment Authority.

Single Family Housing Program: Authorize
1998 Program; Authorize Mpls/St Paul Housing
Finance Bd to issue single family mortgage

revenue bonds to finance middle income
housing program.

Bossen Terrace Project: Final approval to
issue housing development bonds for project
at 5701 Sander Dr.

WNB & Company Project: Authorize
execution of various documents & amendments
relating to change of ownership of revenue
bonds.

COMMUNITY DEVELOPMENT and WAYS & MEANS/BUDGET (See Rep):

COORDINATOR (263922)
Metropolitan Council's Livable
Communities Demonstration Program:
Authorization to submit grant applications for
Central Avenue Corridor Redevelopment & the
Urban Village.

NEIGHBORHOOD REVITALIZATION PROGRAM (NRP) (263923)

1997 NRP Funds: Authorize rollover of
Administrative Budget funds to 1998
Administrative Budget.

COMMUNITY DEVELOPMENT AGENCY, MINNEAPOLIS (MCDA) (263924)

Rafowitz Enterprises: Final approval to
issue bonds for Northern Cap Manufacturing
Co expansion project at 2633 Minnehaha Ave.

Chicago-Lake Project/Sears Building:
Authorize MILES funding to match Metropolitan
Council grants for project.

INTERGOVERNMENTAL RELATIONS:

INTERNATIONAL AFFAIRS OFFICE
(263925)
Sister Cities Criteria.

4712

REF: INTERGOVERNMENTAL RELATIONS
Committee

NO: 263925

PETITION

FROM: INTERNATIONAL AFFAIRS OFFICE

Sister Cities Criteria.

Presented to City Council,

Friday, July 17, 1998

City Clerk

#3
of file
Journal
submitted

CITY OF MINNEAPOLIS
OFFICE OF INTERNATIONAL AFFAIRS
ROOM 200, CITY HALL TEL. 673-2317

PROCESS AND CRITERIA FOR ESTABLISHING
NEW SISTER CITIES RELATIONSHIPS

A. PROCESS

Organizations and/or individuals interested in starting a sister cities relationship should contact the Sister Cities Coordinator who will provide instructions on developing a written proposal which addresses the seven basic requirements. The Sister Cities Coordinator will present the proposal together with a recommendation to the Intergovernmental Relations (IGR) Committee. If it is approved by the IGR Committee, the proposal will be submitted to the City Council for review and possible approval.

The Sister Cities Coordinator reviews proposals in relation to the City's criteria for new sister cities relationships and makes recommendations to the City Council. All sister cities relationships must receive preliminary approval by the City Council before an official invitation to proceed can be extended.

B. PROPOSAL REQUIREMENTS

1. A demographic profile of the proposed sister city.
2. A description of the mutual benefits for both cities.
3. A membership list from the proposed sister cities group, which includes resumes, statements of interest in the relationship and intent to become active members of the sister cities committee.
4. A two year work plan projected from the date of the City Council preliminary approval, including arrangements for formalizing the relationship.
5. A proposed budget for the work plan with identified proposed funding sources.
6. Commitments from potential members to make the organization financially self-sufficient and a willingness to raise money.
7. An indication of interest, including contact names, on the part of the proposed sister city.

C. CRITERIA

1. The relationship is multi-purpose.
2. The sister cities relationship is targeted toward and would support the City of Minneapolis international goals.
3. There is solid current and long-term local support for the new relationship.
 - a. Business linkages
 - b. Financial support from groups and individuals
 - c. Cultural and political interest
4. The potential short- and long-term benefits have been shown to outweigh the public costs of entering into the relationship.
5. The potential partner city has demonstrated strong interest in and commitment to the relationship.
6. The economic, political, cultural and geographic profiles of the two cities indicate common elements which would make them a good match.

FILED
MINNEAPOLIS, MINN.
98 JUL 13 PM 4:11
CITY CLERK
DEPARTMENT

7-13-98
IGR
Receive & File

CITY OF MINNEAPOLIS

GOALS FOR INTERNATIONAL RELATIONSHIPS

1. Provide opportunities for City officials and others to position Minneapolis as a world-class city and center for international business.
 2. Develop avenues for local businesses who want to establish or expand international commercial initiatives.
 3. Increase citizen awareness of the influence and impact that foreign policy and the global marketplace have on our community.
 4. Provide more options for citizens to experience, understand and appreciate other cultures.
 5. Expand and enrich existing international relationships.
-

Minneapolis -Cuernavaca

Sister City Proposal

Version: 1.2 Drafts
Date published: August 10, 2008
Presented by: Antonio Lizano



Letter of Introduction

CONSULADO DE MÉXICO
SAINT PAUL, MN

SECRETARÍA DE
RELACIONES EXTERIORES



SRE

Letter of Introduction

Ms. Lauren Maker
Grants & Special Projects
City of Minneapolis
350 South 5th Street, Room 301M
Minneapolis, MN 55415

RE: Proposal for Minneapolis-Cuernavaca Sister City Program

Dear Lauren,

It is with great pleasure and commitment that a group of business people and individuals got together to support and craft this proposal. Careful considerations, research and reciprocal visits between the cities were necessary for the formulation of this proposal.

Much effort and planning has gone into the choosing of Cuernavaca and the nurturing of this friendship. We view this relationship as one of great potential benefits for the City of Minneapolis, as well as for many cultural, business, educational, sports, environment and community based organizations that have already expressed their commitment to its support.

Minneapolis – Cuernavaca already have successful programs working between the cities, this is an effort to formalize our fraternity.

Sincerely,


Ricardo F. Hernandez Lecanda
Acting Head Consul
Consulate of Mexico in Saint Paul, MN
797 E. 7th Street
Saint Paul, MN 55107

797 E. 7th St., Saint Paul, Minnesota, E.U.A. 55106
t+651-771-5494 --- www.consulmexstpaul.com

Demographic Profile

Minneapolis

Minneapolis, the financial capital of the state of Minnesota, is located on the Upper Mississippi River, one of the major rivers in the U.S. The city enjoys natural beauty from a chain of lakes located within the city limits, parks, public gardens, and bike paths that feature views of the rivers, lakes, and gentle terrain. In 2008 the city celebrates its 150th anniversary.

Because of its location in the Northern Great Lakes region, Minneapolis also experiences four distinct seasons that each affords citizens and visitors opportunities to engage in outdoor and indoor activities that correspond to these seasons. The city lists 81 distinct neighborhoods and each has a special character in the design of homes, ethnic composition, and location.

The population of the City of Minneapolis in 2006 was estimated at 372,833. The city is the largest in Hennepin County, one of the 7 counties included in the metropolitan region that includes the state capital city of St. Paul. While many immigrants came to Minneapolis from northern European countries at the turn of the 20th century, the pattern of immigration has shifted to groups coming from Laos, Cambodia, Latin American countries, Somalia, Eritrea, Liberia, and other African countries. The growing diversity of the population has brought with it changes to neighborhoods, increasing variety in local restaurants, and new experiences throughout the city.

There are 7 colleges/universities in the city plus 5 schools that offer professional/ technical training as well as 2-year college degrees. Three libraries plus an array of public and private elementary, middle, alternative, charter, and high schools offer educational resources for the diverse population. Major corporations that represent financial, health-related, agricultural, biomedical, and retail interests are located within the city or within a short commute via light rail, bus, bikeways, or car.

Cuernavaca

Cuernavaca is known like the city of the eternal spring, due to its pleasant climate during good part of the year. It is a heavenly place; that has a wonderful climate and great variety of flowers, located in the center of the Mexican Republic. The name of the city comes from the word 'Nahuatl' that signifies near the forest.

Cuernavaca has an extension of 209.799Km². To the north of the zone is found covered by forest 'Mesofilos' of mountain and Pine. The extreme South dominates the posture land induce associated with conditions of second terms of forest low. Cuernavaca has the prolonged of the hills of the 'Ajusco'. Itself they percent three forms of relief: First of all, the eventful zone that cover the 24.2% of the land, the center of the land 70.7% to the East of the municipally, and the flat zone that cover the 5.1% of the land, to the southeast and the Southwest of the municipally.

The total surface in general form is 1,456 hectares. It is utilized for livestock use. As for the tendency of the land can be divided into 9,643 hectares of owner's property, 3,747 hectares of communal property and 3,500 hectares of private property.

Population by gender status and age.

Ages	Total of Population	men	women
0-4	26659	13479	13180
5-9	28639	14546	14093
10-14	30050	15115	14935
15-19	30573	15072	15501
20-24	29286	13851	15435

25-59	25833	11836	13997
30-34	26355	12066	14289
35-39	24097	10916	13181
40-44	21724	9808	11916
45-49	18851	8508	10343
50-54	16368	7536	8832
55-59	12207	5634	6573
60-64	10005	4475	5530
65-69	7757	3403	4354
70-74	6289	2678	3671
75-79	4524	1966	2558
80-84	2947	1233	1714
85-89	1515	599	916
90-94	592	220	372
100-plus	63	26	37
No Specified	24510	12252	12258

Medical service access

IMSS,	ISSSTE	PEMEX	SSS	Private Clinics	Other institutions,
125,077	275,20	2939	6408	9388	143
No medical service,		No Specified			
154,946		25,090			

Whole of housing according to the type and condition

Total	Inhabited	uninhabited	temporary use	collective
118079	117978	93226	14074	10678

Schools, Universities and centers of Education

Cuernavaca counts with the basic levels, middle and private education. The Autonomy University of Cuernavaca is a public institution and it is located in the north of the city. Includes faculties and degrees in the following areas; Biology, Chemistry, Medicine, Mathematics, Physics, Science, and others. Cuernavaca is recognized for a large concentration of scientific and research companies that reside in. Finally, Morelos is the only state that has a science academy.

Routes of infrastructure

Morelos has one of the best infrastructures of the Mexican Republic; solid and extensive network of highways to the center of the Republic. With a 0.4 Km of the road by Km2 of the territory, this make possible the development of the social activities and productive. Cuernavaca Airport has a length of 3.8Km for witch permit's the operation of modern jets, for passenger and cargo that also facilitates the export of products. It also counts with railroad lines, adequate water distribution pipelines, electric distribution, and cable television access.

Mutual Benefits

The Minneapolis/ Cuernavaca Sister City relationship will provide opportunities to create and strengthen partnerships between citizens in our cities, states, and countries. We believe that these relationships will promote cultural understanding and stimulate economic development in various areas. This will able our capacities to serve in new ways and to expand further, stronger and positive friendships with our neighbors.

We hope to execute short and medium term projects that will stimulate the reciprocal relationship between both cities in the following four areas; economic, educational, environmental and community development.

Economic

There are multiple opportunities for economic exchange in commerce, agriculture and tourism.

Commercial exchanges

Intelligence will be further developed in micro, small and medium size businesses locations in Cuernavaca and Minneapolis. Both cities will conduct research studies of products and services that both cities generate as well as what can be exported and imported. These studies will support a commercial equitable and charitable exchange.

Agricultural exchanges.

The commercialization of agricultural goods could diversify economic growth. Agreements and strategic alliances for agricultural products export and import could be established in both regions.

Tourism exchanges.

To stimulate the tourism between both cities, different diverse tourism products offerings could be exchanged between both cities, in accordance with the needs of both.

Education

Many programs are already underway between both cities in this area as Augsburg University, University of Saint Thomas, University of Minnesota and others already have educational programs in Cuernavaca. Additional exchanges for various groups from youth to and including working adults will be explored.

Cultural exchanges.

Various programs featuring aspects of culture and the arts will help promote local artists from both cities, across cultural forums, exchanges, schools of art diffusion, and other diverse dynamics between both cities.

Educational exchanges.

Both cities include organizations and institutions that have interests in exchanging and sharing work and study plans for local educational centers, promoting educational programs and careers given at these locations. We anticipate creating agreements and scholarships between our two cities.

Environment

We anticipate an information exchange regarding how to run sustainable programs, energy efficiency, and methods to better preserve the environment. Both cities could offer consultancy in multiple areas generating benefit for both.

Some of there potential projects will have to be identified and propose after the first six months of

our commitment.

Community Development

The exchange is not limited to goods and services and community development. It could also enhance our knowledge of public safety, local engagement and development, health needs, recreational sports and others. In the following months programs will be identified to benefit both cities and a work plan will be crafted to maximize them.

Sports exchanges.

We envision these type of exchanges as a means to increase the individual well-being and mental health the exchange of sports knowledge, resources, scholarships and sport events to further reinforce our relationship.

Rotary Club Exchanges.

Because of the five Rotary clubs in the City of Minneapolis and four clubs in the city of Cuernavaca, we envision coordinating actions such as visits, service projects, and exchanges between both cities to benefit the populations in need in both cities and to enrich our understanding of how to serve each other within and between each city.

Cuernavaca Club

We already enjoy community services and civic engagement of business community with strong ties in the Morelos Axochiapan community. To further these ties, we hope to plan cultural events such as coordinating a national monument dedicated to the immigrant community in Cuernavaca. We also hope to fundraise in coordination with the Mexican Government to improve the public education facilities in Morelos.

Lions Club

To jointly coordinate actions between both cities to benefit the population in disadvantage across the geographical location of our clubs. Including youth projects through Leos.

Sister Cities Committee and Finances

Centro Legal will be the anchor organization that will host the Minneapolis – Cuernavaca Friendship Committee. Centro Legal, Inc. is a 501(c)(3) nonprofit community law office and Minnesota's leading legal advocate for Latinos. Based in the state's capital city of St. Paul, the organization provides legal services to more than 3000 Latinos and their families each year, more than any other private or public institution in the state. Guided by its mission to Empower Latinos through Legal Advocacy, the organization delivers bilingual and culturally relevant legal services, advocacy, and community education that increase access to opportunities and improve the capacity for self-sufficiency and success of Latinos across the state.

The Minneapolis-Cuernavaca committee consists of delegates from multiple organizations and private individuals. This committee will be a membership-based organization that will fund its operations through membership dues, donations and other fundraising activities. Centro Legal will act as the host organization for the first year until the committee registers a legal non profit organization and receives a 501(c)(3) status.

Discussions on the formation of this committee have been held with more than twenty (20) community leaders and organizational representatives. A draft set of committee bylaws is currently being developed and will be given for tentative approval to the participants.

Those who have taken part in these discussions and their organizational or business affiliation include the following people:

Bill Deef, Meet Minneapolis
Antonio Lizano, Marco Polo Advertising
María Padilla, CENTRO, Inc
Josephine Books, Inver Hills Comm. College
Regina McGoff, Ctr. For Global Education Augsburg College
Rolando Borja, Latino Economic Development Center
Claudia Delgado, Mexican Consulate in St. Paul, MN
Ricardo Hernández, Mexican Consulate in St. Paul, MN
Karin Treiber, Walden University, Minneapolis South Rotary Club
Cheryl Lowe, Community Action
Joaquín Méndez, General Mills
Columba Reyes, GMI

The founding members of the Minneapolis-Cuernavaca Friendship Committee will be drawn from these individuals and organizations, who have pledged to support its work in the future. It should be noted with gratitude that the discussions to-date have been greatly aided by the assistance of Lauren Maker of the Office Grants and Special Projects for the City of Minneapolis.

Work plan

Minneapolis- Cuernavaca Committee Two year work plan 2008 – 2010

Year 2008

Fourth Quarter

- Mayoral delegation visits Cuernavaca September 13-14
- Official signing of Sister City Agreement
- Press Release at Mexican Independence Day Celebration to media.
- Economic discussions with trade offices in Minneapolis.
- Planning with Lions Club to host reception during International Lions Convention in MN.

Year 2009

First Quarter

- Hold an initial meeting of the Minneapolis-Cuernavaca Friendship Committee to formally approve bylaws and to develop objectives for integration of the work of the supporting organizations under the umbrella of the committee.
- Publicize the new sister city friendship in various local publications in Minneapolis as well as in Cuernavaca, we will also launch the relationship website.
- Coordinate with Cuernavaca counterpart's formalization ceremony in Mexico.

Second Quarter

- Hold a second meeting of the Committee to continue planning of sister city activities and to share supporting organizations plans related to Minneapolis- Cuernavaca relationship.
- Participation at Cinco de Mayo activities to publicize relationship and support of other organizations.
- Hold international trade seminar and talks to support commercial, agricultural and tourism exchange programs.
- Continue publicity efforts to highlight the efforts completed by local universities administering educational programs in Cuernavaca.

Third Quarter

- Hold third meeting of the Committee to continue planning of sister city activities and to share supporting organizations plans related to Minneapolis-Cuernavaca relationship.
- Environment talks between both cities to be hosted in Cuernavaca, we will try coordinate details and speaker presentation from experts in the field from both cities.
- Cultural presentation and exhibit of art to be display at the Hispanic Heritage Month celebrations.
- Rotary exchange talks to be hosted in Minneapolis to find projects of common interest
- Publicity effort to highlight relationship efforts and objectives obtained.
- Lions International convention and reception for Mexican delegations in Minneapolis

Fourth Quarter

- Hold fourth meeting of the Committee to continue planning of sister city activities and to share supporting organizations plans related to Minneapolis-Cuernavaca relationship.
- Cultural participation at the day of the dead and posada celebration with artist from Cuernavaca.
- Craft and artist presentation and workshops at local Universities in the twin cities.
- Publicity effort to cover artist presentation and cultural exchange.

Year 2010

First Quarter

- Hold a fifth meeting of the Committee to continue planning of sister city activities and to share supporting organizations plans related to Minneapolis-Cuernavaca relationship.
- Planning in trade exchange talks and tourism events for 2010.
- Fundraising activity to help support programs and activities.
- Publicity event to advertise educational programs in both cities.

Second Quarter

- Hold a sixth meeting of the Committee to continue planning of sister city activities and to share supporting organizations plans related to Minneapolis-Cuernavaca relationship.
- Arts and crafts presentation and contest of local artist that participated in seminars and workshops imparted in last quarter of 2009.
- Participation and exhibit of crafts at the Cinco de Mayo events.
- Media press release of cultural exchange between the cities.

Third Quarter

- Hold a seventh meeting of the Committee to continue planning of sister city activities and to share supporting organizations plans related to Minneapolis-Cuernavaca relationship.
- Second round of environmental discussions to be held at Minneapolis we will receive delegates.
- Continue publicity efforts to highlight the continuing relationship between Minneapolis-Cuernavaca and related activities both here and in Mexico.

Budget

The various organizations supporting this sister city relationship (whose various representative are listed earlier in this proposal) will develop their own budgets for future activities and projects, which will complement that of the Minneapolis-Cuernavaca Friendship Committee.

In addition we will initiate fundraising activities, grant proposal requests for specific projects.

We are honored by the global opportunity to create greater understanding and exchange between our communities.

Your consideration of this proposal is truly appreciated, thank you for this opportunity.

Minneapolis-Cuernavaca Sister City Budget for 2008 & 2009

Budget	2008	2009
Income		
Membership Collection	\$1,000	\$5,000
Business Donations	\$5,000	\$10,000
Grants	\$8,000	\$20,000
Fund Raising Activities	\$2,000	\$12,000
Total	\$16,000	\$47,000
Expenses		
• Entity legal cost	\$2,000	\$1,000
• Marketing	\$4,000	\$8,000
• Seminars & Workshops	\$0	\$12,000
• Receptions and Events Organization	\$6,000	\$10,000
• Office supplies	\$2,000	\$8,000
• Other	\$2,000	\$4,500
		\$1,500
Total	\$16,000	\$47,000

The following individual will be paying membership as donating in behave of their businesses.

Bill Deef, Meet Minneapolis
 Antonio Lizano, Marco Polo Advertising
 María Padilla, CENTRO, Inc
 Josephine Books, Inver Hills Comm. College

Regina McGoff, Ctr. For Global Education Augsburg College
Rolando Borja, Latino Economic Development Center
Claudia Delgado, Mexican Consulate in St. Paul, MN
Ricardo Hernández, Mexican Consulate in St. Paul, MN
Karin Treiber, Walden University, Minneapolis South Rotary Club
Cheryl Lowe, Community Action
Joaquín Méndez, General Mills
Columba Reyes, GMI

Contact Person in Cuernavaca

Veronica Luna
Sister Cities
City of Cuernavaca
Ave. Morelos #278
Centro 62000
Cuernavaca, Morelos, Mexico
www.cuernavaca.gob.mx
=52 777 329 4404

Appendix

Bios, resumes and letters of commitment



Deputy Consul Ricardo F. Hernandez Lecanda
651.771.5494 EXT 14
rhernandezl@consulmexstpaul.com

Deputy Consul Ricardo F. Hernandez Lecanda was born in Mexico City; he is a graduate of the Universidad Autónoma de Guadalajara Law School and holds a Masters Degree in Law from University of New Mexico. He served as Consul for Protection and Legal Affairs in Arizona, California and New Mexico prior to his current assignment in Minnesota.

1093 Churchill Place
Shoreview, MN 55126

Rolando Borja-Trujillo
3336 Longfellow Avenue South
Minneapolis, MN 55407
612-490-4564

Professional Experience

2008-Present **Latino Economic Development Center**, Minneapolis, MN
Operations Officer / Executive Assistant

- Human Resources and General office management
- Assisting Executive Director

2007-2008 **Garden & Associates**, St. Louis Park, MN
Interpreter / Translator

- Interpreting and translating English to Spanish to English, Medical, Legal, Corporate

2004-Present **Counselor Realty, Inc.** Edina, MN
Realtor ~ Residential and Commercial Real Estate, International Investments

- Represent buyers and sellers from all over Metro area
- Own and manage investment properties
- Corporate Advertising committee member

2002-2004 **Century 21 Luger Realty, Edina, MN**
Realtor ~ Residential and Commercial Real Estate

- Represent buyers and sellers from all over Metro area
- Multimillion sales member
- Management of satellite office 3 person staff
- Create and develop marketing strategies

1997-Present **Grafika Advertising & Communication, LLC**, Eden Prairie, MN
President/Owner

- Marketing and advertising services, specialized on Hispanic segment
- Conceptualization and production of publications for Hispanic segment
- Translation/Interpretation Services

1995-2001 **Starkey Laboratories**, Eden Prairie, MN

International Marketing Services

- Management of technical, informational and marketing material in several languages; including Spanish, Russian, French, Italian, Chinese, Portuguese and German.
- Coordinate International projects with several departments from concept to production
- Translation of technical (medical, audiology) and marketing material into Spanish

1992-1995

Fingerhut Companies, Minnetonka, MN

Bilingual Telemarketer / Art Director

- Order placing for Spanish / English speaking customers
- Marketing research for Hispanic market
- Coordinate focus groups nation-wide, Meet with vendors, Photography direction
- Design direction and development of catalogs targeted for Hispanic market.

Education

- PROSOURCE Real Estate Licensing 2002
- Electronic Easel, St Paul MN, Photo Shop, Illustrator, QuarkXpress

1994-1998

- Minneapolis Technical College, QuarkXpress 1993
- National Autonomous University of Mexico, Masters Degree in Graphic Communication 1984-1988

Computer Skills

Software Proficiency: PC; Microsoft Office Products / Mac; QuarkXpress, PhotoShop, Illustrator

JOSEPHINE M. BOOKS

**3628 73RD STREET EAST
INVER GROVE HEIGHTS, MINNESOTA 55076
651 / 457- 7851**

OBJECTIVE: To be in a committee that will develop a sister city agreement
Between Minneapolis, Minnesota and Cuernavaca, Mexico

SUMMARY:

- Experienced language instructor with a solid record of effectiveness and competence online learning and the classroom at the community college level.
- Strong presentation and methods skills with particular strengths in organization and planning.
- Known for exceptional ability to maintain a high level of interest and attention in the classroom.
- Able to work effectively with students, staff, administration, and community groups.
- Known as an exceptional instructor and named Inver Hills Teacher of the Year in 2002

EDUCATION:

- Metropolitan State University, St. Paul, MN
Course work in Ethnic Studies 2007-08
MLS 600
- Washington State University, Tacoma, WA
Independent research 2006
- University of Minnesota, Minneapolis, MN
Summer course in Ethnic Studies 2006
- University of Arizona, Tucson, Arizona
Certificate to be a Supreme Court Translator 1998
- University of Minnesota, Minneapolis, MN
Work completed for a PhD. Degree in Peninsular
Literature with emphasis in the Golden Age
M.A. degree in Latin American Literature with
emphasis in language acquisition. 1991
- Winona State University, Winona Minnesota
B.S degree in Social Studies 1983
B.S degree in language acquisition (Spanish) 1974

TEACHING EXPERIENCE:

- Inver Hills Community College, Inver Grove Heights, MN
Full time position - Spanish Instructor 1998 –Present
- Century Community College, White Bear Lake, MN

- Adjunct position – Spanish Instructor 1993-1998
- University of Minnesota, Minneapolis, MN
Adjunct position 1993-1998
- Mankato State University, Mankato, MN
Adjunct position- Spanish Instructor 1990-1993
- Winona Cotter High School, Winona, MN
Spanish teacher 1983-1989
- Wabasha-Kellogg High School, Wabasha, MN
Spanish/Social Studies Teacher 1976-1982
- La Crescent High School, La Crescent, MN
Long Term, one year, substitute Teacher for Art 1975

OTHER WORK EXPERIENCE:

- Insurance testing Corporation, St. Paul, MN
Official translator for all tests given to insurance
Agents in Spanish in the US 1993-1995
- Minnesota Department of Economic Security and Jobs
Training, Fergus Falls, MN
Migrant Labor Counselor Summers only 1983- 1992
- Federal Bureau of Investigation, Fort McCoy, WI
Official Translator-Interrogator working with sensitive material 1981

OTHER ACTIVITIES/ACHIEVEMENTS:

- Member of the Global Education Committee at Inver Hills CC
- Elected President to MSCF at Inver Hills CC
- Elected by MSCF to the CTL Steering Committee.
- Co-planner for a CTL Foreign Language workshop at MCTC
- Peer reviewer for MERLOT on-line teaching resources. Participated in Leadership training.
- Selected to participate in a year leadership training at the U of M Education Policy Fellowship Program
- Named Teacher of the year at Inver Hills CC.
- Winner of the Loft-Inroads Grant for Fiction Writing.
- Have attended many professional conferences given by MnSCU, National MLA Conference in Chicago, MERLOT Conference in Montreal, NAFSA conference in Ottawa, and the EPFP conferences in Miami and Washington.

- Was part of a panel discussion during Symposium for Women's Week at Century College- The year before I read a research paper on working women in Third World countries
- Participated in a panel discussion in Cultural Diversity in MSU and the College of St. Catherine's.
- Completed a 4 year bachelor degree program in 2.5 yrs
- Selected for the Honor Society in both Spanish in Social Studies while in college

JOAQUIN MENDEZ

----- 6024 Berne Circle, Edina, MN 55436. (952)285-4410 jmendez98@yahoo.com -

SUMMARY

Business manager with strong experience in marketing, sales and business development .
Background in domestic and international retail and wholesale products & services. MBA with
strong cross-cultural & bilingual skills and extensive travel to more than 60 countries.

----- PROFESSIONAL EXPERIENCE -----

General Mills

Minneapolis, MN (2003 – present)

Business Development Manager - Contract Management Group

•Developed & lead strategic business initiatives to increase sales & drive further growth in
Sodexo, Aramark & Compass.

Increased Sodexo by 5% , Aramark by 7% and Compass by 1% in the midwest in 2007 and
average of 5% in 2006

Develop strategic business tools to support and work in tandem with sales force & brokers. (sales
guide, compliance matrix).

Business Development Manager - National Accounts Group

Penetrated two new accounts in the first year, securing incremental case volume with Steak n'
Shake and Target food-court .

Developed a penetration plan for key prospects, and worked with Marketing, CI and Culinary to
deliver business proposals.

MVE, Inc.

Minneapolis, MN (1999-2003)

Business Development Manager

•Developed and managed key accounts and distributors in the Midwest and Canada. (5 million in
sales).

Increased McDonald's & Coca-Cola's sales in the US by 5% in 2000 and 8% in 2001.

Increased sales in Canada by 200% in 2002.

Directed sales programs with key accounts and equipment distributors to increase revenue.

Conducts training for distributors in the field to ensure product knowledge and growth.

International Market Development Manager

• Developed new international distributors and new restaurant accounts in Latin America and
Asia (1 million in sales).

Increased international sales in Latin America, Australia and Asia by 10% in 2000, and by 40% in
2001.

Acquired new international clients for the company, including Jolly Bee, BOC, Burger King, Air
Liquide.

Provided marketing and sales support to multiple venture partners in Asia, Australia, Latin
America and Canada.

Developed and executed marketing & sales programs, new product development, managed P&L,
strategic planning.

AT&T

St. Louis, MO/Mexico City, MX (1996-1998)

Marketing Manager

- Implemented marketing programs with strategic partners to start company operations in Mexico with \$.5 million budget.
Increased client base by 40,000 customers by launching a promotional program with Blockbuster and movie theaters.
Ensured project success by coordinated efforts between marketing department, advertising agency and partners.

IMPRODIR MARKETING RESEARCH.
NY. / Mexico City, MX (1995-1996)

International Project Coordinator

- Directed key qualitative market research studies for international companies entering Latin American and Mexican market.
Product test, concept test, focus groups and competitive analysis for Olive Garden, White Castle, Carefour Super Markets.

MOEN, INC.
Cleveland, OH (1993 –1995)

International Retail Sales Manager

- Increased profits by \$500,000 by establishing new company's international retail sales program in Mexico.

Sold 150 new products in 40 retail stores including, Kmart, Home-Mart, Costco and Cifra.

Ensured success by coordinating marketing and merchandising efforts between US and Mexico.

International Marketing Assistant

- Surpassed sales objectives by 10% by providing marketing support to enter Mexican wholesale market.

Worked with multiple levels and departments of ad-agency to created promotions, collateral material and trade shows.

----- **EDUCATION** -----

- MBA University of Saint Thomas, MN (2006).

----- **INTERNATIONAL COMPETENCIES** -----

- Fluent in Spanish and English language & culture. Travel to more than 60 countries with strong cross-cultural skills

KARIN M. TREIBER, PH.D.

4327 N. Sheridan Avenue, Minneapolis, MN 55412 *612.521.5799

drkarinat@yahoo.com

SUMMARY OF QUALIFICATIONS

Experienced higher education administrator with a background in various positions. Experienced teacher in Latin America. Spanish conversation skills. Community education teaching experience. Business leader with fund-raising experience. Committed community volunteer.

ADMINISTRATIVE EXPERIENCE Highlights

Herzing College, Minneapolis, Academic Dean, 2004-2006. Supervised faculty and coordinators for allied health, Computer-Assisted Drafting and Design, and General Education courses. Initiated faculty-development series to introduce learner centered assessment and outcomes. Worked with president to significantly improve financial performance of college.

Walden University, Minneapolis, MN, various positions, 2001-2004. As Director of Academic Counseling, directed team of 6 academic advisors. When Assistant Dean, Undergraduate Student Experience, School of Management, established with matrixed team a system of appropriate student services for rollout of undergraduate degree program.

Century College, White Bear Lake, MN, various positions, 1999-2001. As **Executive Director**, Century College Foundation, directed all development office activities. Doubled annual fund within two years, added two endowed scholarships and several individually funded scholarships. Worked with 14-member board; inaugurated quarterly newsletter to 3500 readers. Short-term position as **Director of Academic Projects**—liaison from the college to two charter schools, initiated programs for study abroad and wellness resources.

Minnesota State University-Akita, Japan Support Office, Minnesota State Colleges and Universities, St. Paul, MN, 1997-1999, Director of Stateside Operations. Supervised staff of 3 and directed operations of office that supported campus in Akita, Japan. Successfully represented Japan-based campus provost, developed new recruitment materials and recruitment strategies; U.S. student participation more than quadrupled. Built reputation of office to provide quality services to all publics served.

Minneapolis Technical College, Minneapolis, MN, 1994-1996, **Vice President for Student Affairs**. Supervised and led 11 professional staff in 9 areas. Managed budget of \$1.9 million. MTC had approximately 2,000 students; most diverse collegiate student body in Minnesota.

Minnesota Technical College System Air Traffic Control Training Center, Eden Prairie, 1990-1994, **Coordinator, Student Support Services**. Successfully built from ground up the admissions, marketing, and student services areas for collegiate-based air traffic control training center.

TEACHING EXPERIENCE

Walden University, Minneapolis, MN, Spring 2003-present, Faculty Member, College of Education, School of Management, and School of Public Policy.

Teach online orientation courses for doctoral students in the College of Education and School of Public Policy and Administration. Faculty mentor for students in the doctoral programs in three schools within the university, Education, Management, and Public Policy & Administration.

Saint Mary's University of Minnesota, Minneapolis, MN, July 1996 and winter 1997, Assistant Professor, Teacher Education, Graduate Program.

Colegio Bolívar, Cali, Colombia, South America, 1973-1974, English Instructor.

Colegio Universitario del Sagrado Corazón, Cali, Colombia, South America, 1971-1972, English Language Instructor.

EDUCATION

Hamline University, **Certificate, Teaching English as a Foreign Language**, March 2007

University of Minnesota, **Doctor of Philosophy**, Educational Policy and Administration.

Michigan State University, **Master of Arts**, College Personnel Administration.

Duquesne University, **Bachelor of Arts**, English.

VOLUNTEER /COMMUNITY LEADERSHIP

Multiple roles, Rotary clubs—Minneapolis South Rotary Club, January 2008, President, 2008-2009. Minneapolis City of Lakes Rotary Club, June 2003-Dec. 2007, various roles. White Bear Lake and Minneapolis City of Lakes, 1999-present. Chair, International Services Committee, local club; **Country Officer**, Rotary Youth Exchange program, combined districts; **Chair**, Group Study Exchange program committee, Rotary District 5960; **Team leader** for Rotary-sponsored Group Study Exchange to Seoul, South Korea; **Program chair**, White Bear Lake Rotary Club; **Chair**, Ambassadorial Scholarship Committee, Rotary District 5960.

Heart of Rotary award, Minneapolis City of Lakes Rotary Club, June 21, 2006

Active member, 1999-present, Minnesota International Center, Minneapolis/St. Paul area. Frequent host to international visitors from around the world.

Board member, Education Committee Co-Chair, Japan America Society of Minnesota, 1997-1999.

Church council member, 1997-1999.

President, Board of Education, Church, Minneapolis, MN, 1989-1990.

Regina C. McGoff
4528 46th Avenue South
Minneapolis, MN 55406
(612) 722-7133

WORK EXPERIENCE:

Center for Global Education at Augsburg College, Minneapolis, MN, 1992-present

2002-present – Associate Director

2000-2001 – Interim Director/Director of Marketing and Administration

1994-1999 – Director of Marketing and Development

1992-1993 – Development Director

- Oversee finances and assist with personnel for 37 person staff in 5 countries, helping to conduct site visits as needed. Set up and manage \$2 million program and operating budget, monitoring throughout the year. Stepped in during leadership transition and helped to stabilize the Center's finances to consistently end the fiscal year with a surplus.
- Directly supervise 4 staff, including semester programs coordinator, program director, international travel, office coordinator, and marketing assistant, overseeing work in their areas, troubleshooting, and working on systems improvements.
- Oversee development and production of all promotional pieces, including ads, website, and brochures.
- Research, write, and submit grant proposals to foundations, corporations and government funding agencies. Secured 5 Fulbright-Hays Group projects abroad grants (1995, 1997, 1999, 2000, and 2002) at approximately \$50,000-60,000 each. Part of college's \$2 million Lilly endowment grant and \$500,000 extension grant for total of \$270,000. Oversee annual fundraising campaigns and events that have resulted in \$91,000 for the Founder's Fund for Program Development and a \$97,000 endowment for the Mary Witt Scholarship Fund.
- Lead short-term international programs to Cuba, Guatemala, Mexico, and Vietnam. Set up and coordinated one-week seminar in Guadeloupe, FWI for a 22 person delegation from the Kellogg National Fellowship Program.
- Augsburg committees: Lilly Advisory Board (2003-present), Women's Resource Center Board (1997-2002), Race and Homophobia Symposium (1997), College Mission Committee (2005-2006), Diversity Strategic Planning Facilitator (2006-present), Institutional-wide Marketing Team (1999-2004)

Development Director, Little Brothers - Friends of the Elderly, Minneapolis, MN, 1989-92

Responsible for budgeting, generating, and monitoring revenue for \$500,000+ budget. Key accomplishments:

Researched and submitted new grant applications resulting in an 80% growth in funds.

Worked with three volunteers committees made up of community members to strategize new funding ideas. Coordinated translation for the International Federation of les petits freres des Pauvres meeting in Minneapolis, MN.

Marketing Specialist, SpeakEasy Language Center, Minneapolis, MN, 1987-88

Responsible for developing and implementing sales and marketing strategies for small language school, including the development of promotional materials.

EDUCATION:

M.B.A., The College of St. Thomas, General Management focus, 1990.

Bachelor of Science, Economics, University of Minnesota, 1983.

International Reciprocal Student Exchange Program, Tunis, Tunisia, 1980-81.

INTERNSHIPS:

- Statistical Research Intern, Mobil Oil A/S Norge, Oslo, Norway, 1981.
- Statistical Research Intern, City Transportation Bureau, Amsterdam, the Netherlands, 1982.
- Program assistant, les petits freres des Pauvres, Paris, France, 1986.

COMMUNITY:

- Board of Directors, CLUES (Chicanos/Latinos Unidos en Servicios), 1990-1996.
- Coordinator, International Exchange Network of Minnesota, Minneapolis, MN, 1985-86.
- **Member and coordinator, Minnesota Task Force, President's International Youth Exchange Initiative, Minneapolis, MN, 1983-84.**
- Chairperson, Congress-Bundestag Exchange Program, Minnesota selection committee, 1984, 1985.

TRAINING:

- Anti-racism and diversity training including: Unlearning Racism (YWCA, 2004), Mindfully Resolving Conflicts: Cross-Cultural Facilitation (Stir Fry Seminars, 2007), Introduction to Understanding and Dismantling Racism, Minnesota Collaborative Anti-Racism Initiative training (2005), Understanding and Dismantling Racism, Augsburg College (January 2006), Anti-Racism Workshop for Center for Global Education by Crossroads Ministry (August 1997), Diversity and Anti-Racism training (Organizing Apprenticeship Project 2007)
- Marketing training including: Marketing Seminars and Conferences (LERN, 1985),
- Fundraising training including: The Saint Paul Foundation Community Pooled Income Fund (1991-92), Fundraising Training Program (Grantsmanship Center, 1984)
- Management training including: How to Supervise People (Fred Pryor), Coaching Skills for Managers and Supervisors (Fred Pryor, 2005), and Augsburg supervisor sessions.
- International programming, including: Nonprofits in Travel (1997), Internationalizing the Curriculum (2004), Educational Travel Conference (2006), NAFSA: Association of International Educators regional and national conferences (2007, 2006, 2002, 1999, 1997, 1995, 1994, 1993)

HONORS/AWARDS:

- University of Minnesota Student Leadership Award, 1983.
- AIESEC-United States Marketing Superstar Award, 1981.
- AIESEC-United States John Marvin Scruggs Travel Grant, 1980.
- University of Minnesota International Reciprocal Student Exchange Program Scholarship Recipient, Université de Tunis, 1980-81.

LANGUAGES:

French - proficient; Spanish – intermediate, Arabic - beginning.

PRESENTATIONS:

- "Online Applications," Minnesota Study Abroad Professionals, Minneapolis, February 2007
- Guest speaker in Augsburg College management course on international management issues, Minneapolis, MN, November 2005
- Guest speaker at University of Minnesota course on Educating Learners in Mid-Life and Beyond, St. Paul, MN, February 2006
- Panel member, Technology and Study Abroad: Accomplishing the Mission (Part 2), NAFSA: Association of International Educators Conference, Montreal Quebec, May 2006
- Panel member, Educating for Global Citizenship: Models for Professional Development, National Society for Experiential Education conference, Minneapolis, MN, October 2003
- Poster session, Study Abroad for Students in a Weekend College Program, Study Abroad Curriculum Integration Conference, Minneapolis, MN, April 2004
- Panel member, Careers in International Nonprofits, Idealist.org, Minneapolis, MN, April 2004
- Presented a workshop on International Families and the Dilemmas They Face: A Simulation, International Women's Day Conference, St. Paul, MN February 2000

Columba Reyes

3500 92nd Court NE Blaine, Minnesota 55014 952-239-5108 colindwills@yahoo.com

Objective To provide assistance using my skills with the Latino Community living in Minnesota.

Experience Sales and Administration Manager
January 2000 to Present
Colindwills Enterprises, Minneapolis, Minnesota

- Selling hand made Art and Craft from Mexico,
With clients from different backgrounds enhancing our culture.

Flower Designer and Sales Associate
February 2006 to December 2007
James Bush and Associates, Minneapolis, Minnesota

- Sales and Flowers Designer,
With wedding and special occasion.

Customer Services and Sales
December 1998 to December 1999
Ecuadorian Sweaters, Bloomington, Minnesota

- Sales and Inventory Control with merchandise.

Social Worker and Outreach Person
March 1996 to November 1998
Brady Center Senior Community, Dallas, Texas

- Assistance with Medical, Financial,
Housing and daily living needs of elderly clients.

Executive Secretary/Administrative Assistant
June 1985 to January 1988 Cuernavaca, Morelos
State of Morelos Governor's Office

- General Secretarial Duties and Governor's Assistant.

Education

Bloomington Public Library, Minneapolis, Minnesota
2003 for (4 months)

- **Introduction to Computers Microsoft Course**

Resource, Inc., Minneapolis, Minnesota
2000 for (6 months)

Flex Work Computer Training Program Diploma

- **Basic Personal Computer and Interpersonal Training**

Aging Association Administration (AAA), Dallas, Texas 1996

Certified Benefits Counselor Training Program

- Medical and Assisted Living Assistance Counselor Training

Church of God Bible Institute, Garland, Texas 1995-1997

Certificate and Diploma of Bible Teaching

Biblical Hermeneutics, Theology, History, Old and Testament Classes

Fernandez de Cordova, Cuernavaca, Mexico 1982-1985

Secretarial Diploma

Typing, Dictation, Shorthand and Bookkeeping Courses

Institute Miguel Hidalgo, Cuernavaca, Mexico 1981- 1982

Business Secretarial Training

Money Marketing and Accounting Classes, Time Management and
Customer Service Training

ACTIVITIES

Club Morelos of Minnesota

2005 to Present

Secretary and Activities Coordinator

Plan Meetings, Secretarial duties.

ANTONIO LIZANO

15865 Foliage Ave.

Tel. (704) 488-4080

Apple Valley, MN 55124

Email: Antoniolizano@aol.com

www.antoniolizano.com

Over 12 years of project management, marketing and sales experience in Latin America and in the United States. Multi-disciplinary, pro-active individual experienced in managing multiple strategies with successful expansion of product and sales. Coordinated new distribution channels, developed successful marketing campaigns, targeted both the general and multicultural markets. Excellent communicator and very comfortable working with senior executive teams, different functional departments and partners. Fluent (English- Spanish).

QUALIFICATIONS HIGHLIGHTS

- **Project Management:** *Managed multiple Projects for Bank of America, Household Financial, State Farm, Wachovia, U.S. Bank, US Cellular, IDT, AOL, Microsoft, Wal-Mart, Sears, Coca Cola, etc.*
- **Strategy:** *Researched, developed, deployed and trained multiple sales and channel partners on new initiatives. (Interfin Bank, Household Financial, Allstate, GE-Capital, U.S. Bank, MoneyGram)*
- **Marketing:** *Over 12 years of marketing experience managing international sales and marketing projects in the United States and Latin America.*
- **Media Management:** *Deployed and surpassed ROI results on radio, direct mail, online marketing programs (U.S. Bank, US Cellular, Household Financial, Bank of America, IDT, Sears, Wachovia)*
- **Business Development:** *Developed international channel partners, managed national accounts and surpassed sales goals.*

PROFESSIONAL EXPERIENCE

U.S. BANK ~ Saint Paul, MN

Multicultural Segment / Senior Project Manager Oct. 2005 – July 2008

- Managed portfolio of multicultural products including Checking, MoneyGram, small business loans and credit cards.
- Business line project manager for new services or products under the Multicultural umbrella.
- Developed and created new products employed in all alternative channels such as: call centers, retail, ATM and web.
- Surpassed sales goals of managed products and improved product performance.
- Designed short and long term marketing programs and surpassed expected results.
- Coordinated all national, multicultural market events and coordinated with local leaders to maximize participation.
- Quantified multiple reports to measure product growth, target segment opportunity and ROI.
- Managed product growth for 2400 branches across 24 states and supported all national multicultural leaders.
- Developed business plans for products and Multicultural segment to adequately manage annual budget.

LATINCREATE MARKETING PARTNERS ~ Charlotte, NC

Consulting Director / Project Manager

Jun.

2003 – Sep. 2005

- Managed projects for Bank of America, Wachovia, Household Financial, US Cellular, Budweiser, IDT, Wal-Mart, State Farm, Government Agencies and many others
- Analyzed market segment needs, towards affective corporate market positioning.
- Designed short and long term marketing programs with measurable results.
- Developed comprehensive media plans in radio, print, TV, internet and special events.
- Created innovative product initiatives for customer promotional campaigns.
- Directed point of sale representatives to adequate sale products to potential buyers.
- Executed, consulted and deployed marketing programs to reach new revenues.
- Deployed marketing campaign programs and track (ROI) results.

ADDISON WHITNEY ~ Charlotte, NC

Project Management / Business Development

Jan.

2001 – Apr. 2003

- Acted as project manager applying multiple methodologies to obtain business goals that were specific, measurable, attainable, realistic and within a specified time frame.
- Measured project requirements, analyzed marketing strategy options, developed communication standards and deployed final initiatives.
- Achieved company expansion in the Latin America region and established a strong consulting practice within the Hispanic market in the US.
- Surpassed business analysis forecast by developing new partnerships to increase profitability.
- Developed business channel partners in three countries (Mexico, Brazil and Colombia) and subsequently trained them to market, sale and manage projects throughout the region.
- Executed various projects in Latin America with companies such as; Citigroup Mexico (Banamex), Citigroup Brazil, Banco Interfin, Banco del Istmo, Banco Santander, Petrobras, Cemex, Telefonica, Bimbo, Coca Cola, etc.

PROGRAFICA ~ San José, Costa Rica

Business Development Manager /Marketing Manager

Jun.

1998 – Dec. 2000

- Negotiated international business contracts with multiple top companies in Latin America.
- Managed Projects and recommended technology tools and business strategies in all Business to Business projects, in charge of scoped, time-frame analysis, cost estimate, human capital involvement, procurements and integration.
- Managed local and international trade shows (Comdex, Drupa, Graphic Arts) and
- Participated as segment trainer case study at industry seminars and sales expansion events.

PRINTEX CORPORATION ~ Fort Lauderdale, FL

Marketing and Sales Manager

Jul.

1997 – Jun. 1998

- Worked with customers to define practical solutions aimed at recommendation of functional product systems.
- Developed business expansion growth and customer relation management.
- Acted as hands on project manager for clients that applied new equipment and business solutions
- Coordinated marketing and promotion efforts for channel partners at commercial events.

UNITED AIRLINES ~ Chicago, IL

Project Manager / Human Resources

May. 1992 – May. 1997

- Baggage claim call center and special issues office at O'Hare Airport for two years.
- Two years billing Auditor at the Freight Accounting department.
- One year human resources specialist in the Flight attendant division.

EDUCATION

SAINT THOMAS UNIVERSITY ~ Minneapolis, Minnesota	Mini MBA (2007)
UNIVERSIDAD LATINA ~ San José, COSTA RICA	MBA in Marketing (2001)
TRITON COLLEGE ~ River Grove, IL Liberal Arts (1994)	Bachelor - Business & Associate -
UNIVERSIDAD FIDELITAS ~ San José, Costa Rica (1989)	Business Administration

LEADERSHIP

Chairperson for Minnesota – Cuernavaca, Mexico Sisters City International (2008)
Board of Directors, CLAC, State of Minnesota (2007 – 2011)
Boy Scouts of America, Latino District Board Member (2007)

LETTERS

As a person born and raised in Mexico, and an international professional now residing in Minneapolis, I wish to indicate my strong desire and interest in contributing to the development of the Sister City relationship between Cuernavaca and Minneapolis.

It will be a pleasure to help start developing the spirit of cooperation, friendship and good will between our two cities, states and countries.

Joaquin Mendez
General Mills
Chair External Relations Hispanic Network
Minneapolis, MN
(952)292-1427

Minneapolis, MN August 1, 2008

To Whom It May Concern:

This letter is to express my interest in becoming part of the Sister Cities committee between Cuernavaca, Morelos, Mexico and Minneapolis, MN, USA.

As a native from Cuernavaca, and as resident of the city of Minneapolis for almost one third of my life I look forward to make this happen, I can see a lot of benefits that can happen by creating this sisterhood, there's a big population from Cuernavaca living here and as well, thousands of local people who for several reasons, has lived or visited Cuernavaca.

I'm convinced that once created this sisterhood, trough cultural and economic exchange will positively impact both of our cities.

Attentively,

Rolando Borja

.....

Minneapolis, MN, August 1, 2008

As an educator committed to lifelong learning and as a citizen of the City of Minneapolis who is actively involved in a variety of volunteer efforts such as the Minneapolis South Rotary Club, I wish to indicate my strong interest in the development of a Sister City relationship with Cuernavaca, Mexico. It will be my joy to be a part of the pioneer group who develop this process so it can develop increased friendship and good will between our two cities, states, and neighboring nations.

Sincerely,

Karin Treiber, PhD
President, 2008-2009
Minneapolis South Rotary Club
and Minneapolis resident



July 28, 2008

To Whom it May Concern:

Augsburg College is interested in participating in the Minneapolis-Cuernavaca Sister City relationship that is being formed. Augsburg believes that it can provide a unique contribution to this committee.

Augsburg's Center for Global Education has had a study abroad program in Cuernavaca since 1979 and currently has 15 employees and 2 study centers based there. Augsburg staff in Mexico have been involved in the Sister City meetings in Cuernavaca, and I have already participated in several Sister City meetings in Minneapolis.

There are 4 semester study programs in Cuernavaca that study issues of social work, business, migration, and gender. In addition, Augsburg faculty in nursing regularly take groups to Cuernavaca for short-term educational programs. We also work with other institutions, including churches, nonprofit organizations, and government officials on short-term educational programming.

We are supportive of this Sister City relationship that will help to broaden our educational work in both cities.

Sincerely,



Regina C. McGoff
Associate Director
Center for Global Education

DIRECTORIO SOCIOS ACTIVOS - MAYO 2008.

EMPRESA	REP. COPARMEX	DOMICILIO	COLONIA	CIUDAD	ACTIVIDAD
ARDUyCO	Arq. Israel Albavera Vázquez	Alegria No. 28	Prados de Cuernavaca	Cuernavaca, Mor.	Arquitectura, Diseño,
Arrocera de Morelos, S.A. de C.V.	Sr. Jorge Morales Orañegui	Hidalgo No. 106	Col. Centro	Puente de Ixtla, Mor.	Compra-venta y beneficio de
Asesores Opticos Profesionales, S. A. de C. V.	C.P. Agustín Pérez Salazar	Luna No. 2	Jardines de Cuernavaca	Cuernavaca, Mor.	Servicios Opticos Profesionales
Asosoría y Consultoría en Salud Ocupacional	Dra. Norma Elsa Urrutia Romero	Barrio de la Joya No. 26	Fracc. Resid. Las Fincas	Jiutepec, Mor.	Asesoría y Consultoría
Asoc. Mex. de Mujeres y Jefas de Empresa Zona Mor., A. C.	Sra. Illeana Bistrain	Nueva Inglaterra No. 512 - B Altos	Col. Lomas de Cortés	Cuernavaca, Mor.	Asociación Civil dedicada a
Auto Lavado Pericón	Jorge Vital Teran	Manuel M. Suarez No. 23	Col. Miraval	Cuernavaca, Morelos	Auto Lavado y Esterica
Automotriz Nagoya S.A. de C.V.	Sr. Raúl Irragori Montoya	Av. Domingo Diez No. 1101	Del Empleado	Cuernavaca, Mor.	Distribución de vehiculos
Automotriz y Agrícola S.A. de C.V.	Sr. Raúl Irragori Montoya	Av. Morelos Sur No. 35	El Polvorín	Cuernavaca, Mor.	Distribución de vehiculos
Camacho & Chavez, S.A. de C.V. Tendencia Muebles	Marco Camacho Regnier	Progreso No. 202	Col. La Pradera	Cuernavaca, Mor.	Importadora y Comercializadora
Cascadas de la Pradera	Sr. Teodoro Carbajal Solorio	Av. Emiliano Zapata No. 107	Col. Pradera	Cuernavaca, Mor.	Salón de Eventos
Cementos Portland Moctezuma, S.A. de C.V.	Lic. Manuel Rodríguez Lomeli	Carret. Tezoyuca-Tepetzingo Km. 1.9		Emiliano Zapata, Mor.	Fabricación de Cemento
Centro de Estudios Tecnicos en Computación de Morelos, S. C.	Ladislao Huesca Ochoa	Matamoros No. 4	Col. Centro	Cuernavaca, Mor.	Educación
Centro de Estudios Universitarios Fray Lucca Paccioli, S.C.	Lic. Rubén Vergara	Francisco Zarco No. 8	Col. Centro	Cuernavaca, Mor.	Educativas
Centro Universitario Latinoamericano de Morelos, S.C.	Lic. Jorge Solis Martínez	2da. Cerrada de Chapultepec No. 3	Col. Chapultepec	Cuernavaca, Mor.	Educación y valuaciones
Colegio Americano de Cuernavaca	Profra. Magda M. Ponce Hernández	Av. Teopanzolco No.620	Jardines de Reforma	Cuernavaca, Mor.	Educativa.
Colegio Cristóbal Colón de Cuernavaca, S.C.	Dr. Ovidio Noval Nicolau	Av. Morelos No. 345	Col. Centro	Cuernavaca, Mor.	Educación.
Colegio Marymount	Fernando Bahena Hernández	Estrella del Norte No. 6	Rancho Tetela	Cuernavaca, Mor.	Enseñanza
Colegio Metropolitano Calidad Educativa y Excelencia P.	Lic. Laura Lee Patricia Weiler Sierra	Carr. Acatlipa Tezoyuca No. 100	Acatlipa	Temixco, Mor	Educación
Comercial Alfa de Morelos, S.A. de C.V.	Lic. Monica Aguilar Velazquez	Av. Alvaro Obregon No. 1106-C	Col. La Esperanza	Cuernavaca, Mor.	Comercializadora
Compañía Hotelera Cocoyoc S.A.	Lic. Paulino Rivera Torres Mansi	Carr. Fed. Cuernavaca-Cuatla K.m. 32.5	Cocoyoc	Yautepec, Mor.	Prestar servicios de hospedaje y
Concreto de Morelos, S.A. de C.V.	Juan Pablo Rivera Palau	Paseo Cuauhnahuac Km. 1.5	Fracc. Alegria	Cuernavaca, Mor.	Concreto
Dream Factory Marketing, S. C.	Lic. Marilú Zahuaya Zavala	Potrero Verde No. 7 despacho 4	Col. Jacarandas	Cuernavaca, Mor.	Publicidad, videos
ECOMOR	Sr. Mauricio Ruiz Blas	Av. Cuauhtemoc No. 153	Col. Chapultepec	Cuernavaca, Mor.	Telefonia
Ejecutivos en Relaciones Industriales del Estado de Mor.	C.P. Max A. Pineda Espinoza	Av. Centenario 100 Ed. Los Delfines - 415	Civac	Jiutepec, Mor.	Recursos Humanos y
Ergoform, S. A. de C. V.	Sr. Horst Behn	Av. Las Palmas Norte No. 562	Col. Bella Vista	Cuernavaca, Mor.	Fabricación de sillería para

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EMPRESA	REP. COPARMEX	DOMICILIO	COLONIA	CIUDAD	ACTIVIDAD
Escuela Lingüística de Morelos ESLIM, S. C.	Dr. Ezequiel Treviño Villarreal	Nueva Italia No. 633	San Cristobal	Cuernavaca, Mor.	Escuela de Idiomas
Escuela Superior Tecnica de Morelos, S. C.	Ulises Govea Gama	Av. Plan de Ayala No. 2021	Chapultepec	Cuernavaca, Mor.	Educación
Eventos Nauticos, S.A. de C.V.	Lic. Juan G. Tenorio Paulín	Matamoros s/n	Tequesquitengo	Tequesquitengo, Mor.	Club Náutico
Floraplant, S.A. de C.V.	Sra. Lourdes Gómez de Doster.	Av. Benito Juárez s/n	Tetecalita	Zapata, Mor.	Cultivo de plantas de exportación
Fundación El Peñón , I. A. P.	Héctor Lucio Vargas	Exhacienda Monte Falco s/n	Jonacatepec	Jonacatepec, Mor.	Instit. de Asistencia
GAMAMAR, S. A. DE C. V.	Ing. Manuel Mariscal Vega	Priv. Alfredo V. Bonfil No. 25	Col. Ramón Hdez. Navarro	Cuernavaca, Mor.	Construcción en general.
Glaxo Smithkline México, S.A. de C.V.	Ing. Hugo Bruschi	Calle 21 Este Lote No. 104	Civac	Jiutepec, Mor.	Elaboración de cremas, pastas
Grupo Editorial Tiahuiica, S.A. de C.V. - El Regional del Sur	Eolo Ernesto Pacheco Rodriguez	Av. Lazaro Cardenas No. 494	Col. Jiquilpan	Cuernavaca, Mor.	Periódico
Grupo Comercial de Morelos, S.A. de C.V.	Fernando Casillas Mendez	Retorno de Marte No. 6	Jardines de Cuernavaca	Cuernavaca, Mor.	Construcción Civil en General.
Grupo Grabado de Morelos, S. A. de C. V.	Sr. Oscar Pérez Herrera	Calle Sonora No. 225	Col. Flores Magón	Cuernavaca, Mor.	Rotulación, impresión,
Grupo Meggie, S.A. de C.V. "Italian Coffe"	Magda Ericka Salgado Ponce	Tulipan Hawaiano s/n	Col. Flores Magón	Cuernavaca, Mor.	Cafeterias
Grupo Mexicano de Ingeniería Integral, S.A. de C.V.	LAE. Francisco Abraham Atala Campos	Alta Tensión No. 18 Int. 111	Col. Canta Ranas	Cuernavaca, Mor.	Construcción en general.
Grupo Tatic, S.A. de C.V.	Eolo Ernesto Pacheco Rodriguez	Av. Lazaro Cardenas No. 494	Col. Jiquilpan	Cuernavaca, Mor.	Publicidad, videos
Hielo Ideal de Morelos, S.A. de C.V.	Ing. Justo Ezquer García	Leandro Valle 1203	Col. Vista Hermosa	Cuernavaca, Mor.	Venta de Hielo y camaras de
Hielo Polar, S.A. de C.V.	Ing. Justo Ezquer García	Río Balsas Esq. Leandro Valle 100	Col. Vista Hermosa	Cuernavaca, Mor.	Venta de Hielo y camaras de
Hielo y Refrigeración de Zacatepec, S.A.	Ing. Justo Ezquer García	Carr. Alpuyecá-Jojutla Km. 14		Zacatepec, Mor.	Venta de Hielo y camaras de
Hospital Privado de la Mujer, S. C.	Dr. Carlos Eduardo Alvarez Ponce	Himno Nacional No. 304	Col. Miguel Hidalgo	Cuernavaca, Morelos	Centro Medico de la Mujer
Imerkreativa, S. C.	Lic. Jazmín Bastidas Colinas	Av. Poder Legislativo No. 527 - 15	Lomas de la Selva	Cuernavaca, Mor.	Mercadotecnia, diseño grafico,
Imperlonas, S.A. de C.V.	Ing. Luis Fautsh Mugiera	Av. Emiliano Zapata Esq. Azucena 800	Col. Buenavista	Cuernavaca, Mor.	Confección de toldos
IMPULSA	Lic. Sergi Raúl Yaniz Guerrero	Nueva Inglaterra No. 512 - B	Col. Lomas de Cortés	Cuernavaca, Mor.	Institución Educativa líder en
Industrias F. G., S.A. de C.V	Ing. Armando González del Pliego	km. 96.5 Carr. México Cuautla No. 133	Fracc. Los Faroles	Cuautla, Mor	importación, explotación y
Industrias Lavín de México, S.A. de C.V.	Ing. Luis Martinez Lavín	Calle Nueve Este No. 24	Civac	Jiutepec, Mor.	Fabricación y venta de productos
Ingeniería y Administración J. J. M., S. C.	Ing. Justo Ezquer García	1era. Privada Manuel Avila Camacho No. 6-2	La Pradera	Cuernavaca, Mor.	Administración de Personal
Ingeniería, Ecología y Proyectos, S.A. de C.V.	Sr. Teodoro Carvajal Solorio	Carr. Yautepec La Nopalera Km. 1 NO. 10	Campo Grande	Yautepec, Mor.	Ingeniería Ecología y
Invernaderos Don Lauro	Lic. Mario Chavez Ortega	Av. Morelos No. 8	Centro	Tetela del Volcan	Soporte Técnico mantto. y

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EMPRESA	REP. COPARMEX	DOMICILIO	COLONIA	CIUDAD	ACTIVIDAD
Jimenez Tovar, S.A. de C.V.	Lic. Ernesto Jimenez Tovar	Av. Insurgentes No. 39	Centro	Jiutepec, Mor.	Compra-Venta de materiales para la
La Unión de Morelos	Lic. Javier Estrada González	Av. Vicente Guerrero No. 777	Col. Tezontepec	Cuernavaca, Mor.	Periódico
Las Cervezas Modelo en Morelos	Lic. Nashelly Cuevas Santana	Calle Madero s/n	Col. Flores Magón	Cuernavaca, Mor.	Compra venta de cerveza.
Linda Abe Almada	Linda Abe Almada	Av. Cuauhtemoc NO. 717 Local PVO-101	Plaza Pueblito	El Cuernavaca, Mor.	Lynda Palau
Liantopolis, S.A. de C.V.	Sr. José Enrique González Villa.	Av. Domingo Diez No. 1538	Col. Empleado	El Cuernavaca, Mor.	Compra-venta de llantas y
Logistik VIP.	Lic. Sergio Raúl Yáñez Guerrero	Morelos No. 56	Col. Centro	Yautepec, Mor.	Agencia de planeación,
Medios Graficos	Lic. Eduardo Rafael Aguilar Ochoa	Estrada Cajigal No 305	Lomás de la Selva	Cuernavaca, Mor.	Diseño Grafico y Medios Impresos
Misión del Sol México, S.A. de C.V.	Renate Von Dorrer	Av. Gral. Diego Díaz González no. 31	Col. Parres	Cuernavaca, Mor.	Hotel, Restaurant Bar, Spa
Monex Casa de Bolsa, S.A. de C.V.	Lic. Martha Patricia Aviles Hernández	Av. Domingo Diez No. 1589 Local 13	Col. Del Empleado	Cuernavaca, Mor.	Grupo Financiero con diversas
Napoleon Pet Lovers	Lic. Erika Báez Caballero	Bld. Juárez No. 59	Col. Palmas Sur	Cuernavaca, Mor.	Fabricación y Distribución de
Nyssen Consultores Asociados, S.C.	C.P. Eduardo Nyssen Ocaranza	Av. Morelos Sur No. 161 Despacho A	Las Palmas	Cuernavaca, Mor.	Consultores en contaduría y
Optimización del Desempeño Laboral Consultores,	Lic. Nina Galeana Rodríguez	Chama Sur No. 123	Lomas de Atzingo	Cuernavaca, Mor.	Consultoría en Recursos
Ortiz Espin Carlos Eusebio	Ortiz Espin Carlos Eusebio	Mariano Matamoros No. 203	Col. Miguel Hidalgo	Puente de Ixtla, Mor.	comercialización de carne
Plántulas de Tetela, S. de R. L. de C. V.	Ing. Federico Martínez Martínez	Calle de la Cruz S/N	Tetela del Monte	Cuernavaca, Mor.	Vivero con producción de
Pieles Temola, S.A. de C.V.	Ing. Eric Merino Campos	Km. 1 Carr. Cuautla Las Estacas	San Pedro Apatlaco	Ciudad de Ayala, Mor.	Curtido y acabado de cuero
Polietilenos del Sur, S.A. de C.V.	Sr. Jorge Salomé Salume	Av. Centenario No. 1 Locales L y M		Jiutepec, Mor.	Fabricación de bolsas y roys de
Procesadora de Aves de Morelos, S.A. de C.V.	C.P. Guillermo León Flores	Calle 21. Este Lote 2 Manzana 4 Fracc. A	Civac	Jiutepec, Mor.	Venta de Pollo Procesado
Procesos Plásticos de Morelos, S.A. de C.V.	Ing. Oscar Granat Herrera	Mirador No. 5	Col. Centro	Temixco, Mor.	Fabricación en general de
Químicos y Solventes de Morelos, S.A. de C.V.	Sra. Honorina Estrada Macedo	Calle 9 Este No. 22	Civac	Jiutepec, Mor.	Compra venta de solventes y
Refrigeración de Cuautla, S.A. de C.V.	Ing. Justo Ezquer García	Carr. Fed. México-Cuautla No.15, Central Abasto	Col. Tetelcingo	Cuautla, Mor.	Fabricación de Hielo y
Refrigeración de Morelos, S.A. de C.V.	Ing. Justo Ezquer García	Calle 21 Este No. 204	Civac	Jiutepec, Mor.	Fabricación de Hielo y Agua
Restaurant Bar "ELYSEE"	Adrian Camacho Regnier	Prol. Ahuatepec No. 316	Lomas de la Selva	Cuernavaca, Morelos	Restaurant-Bar "ELYSEE"
Roadman & Shire, S. A. de C. V.	Regnier				
Servicios Industriales y Residenciales COYMARR, S.A. de C.V.	Ing. Jesús Arroyo Torres	Carr. Aeropuerto Tepetzingo Km. 1.5	Col. Tepetzingo	Emiliano Zapata, Mor.	Edificaciones
Servi-Bombas Motores y Maquinaria S.A. de C.V.	Sr. Víctor Jesús de la Mora Moreno	Av. Morelos Sur No. 83	Col. Chipitlán	Cuernavaca, Mor.	Compra-venta de maquinaria ligera
SERVICOM	Edgar Abundez Hernández	Ignacio Comonfort No. 4	Centro	Cuernavaca, Mor.	Comedores Industriales

