

DATE: February 23, 2021

TO: City Clerk

FROM: Mayor Oscar Leeser

ADDRESS: 300 N. Campbell, 2nd Floor TELEPHONE (915) 212-0021

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

Agenda for the Council Meeting of March 2, 2021

Item should read as follows: Appointment of Cecilia Ochoa Levine to the Committee on Border Relations

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Committee on Border Relations

NOMINATED BY: Oscar Leeser DISTRICT: Mayor

NAME OF APPOINTEE Cecilia Ochoa Levine
(Please verify correct spelling of name)

E-MAIL ADDRESS: N/A

BUSINESS ADDRESS: N/A

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

HOME ADDRESS: N/A

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

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

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

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

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

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

NAME OF INCUMBENT: Arturo Barrio

EXPIRATION DATE OF INCUMBENT: 5/31/2021

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

DATE OF APPOINTMENT: 3/2/2021

TERM BEGINS ON : 3/2/2021

EXPIRATION DATE OF NEW APPOINTEE: 5/31/2021

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: _____
2nd TERM: _____
UNEXPIRED TERM: X



Cecilia Ochoa Levine

Cecilia Ochoa Levine has been owner of MFI International Mfg., LLC, headquartered in El Paso, Texas, since 1990. Prior to joining MFI, Levine was President and Founder of Ceci Inc. El Paso, Texas and Contratistas de Confecciones, Juarez, Mexico.

MFI is a Contract Assembler, producing diversified products for industries such as automotive, juvenile, home furnishings, pet, ladies accessories and apparel sectors. MFI also is a provider of Manufacturing, Warehousing, Distribution, Shelter and Consulting Services with offices and plants in Mexico and the United States.

MFI International's Shelter division has given Levine the opportunity to work with major companies including Kimberly Clark, Hasbro, Sara Lee, Pierre Deux and Evenflo, Temperpedic and other mattress companies in establishing manufacturing operations in Mexico and in the United States. She also has guided smaller companies during their start-up phase. Her design experience has been an asset to many of MFI's clients.

Levine has extensive experience in manufacturing, establishing world class production processes and procedures such as ISO certifications, continuous improvement programs and management skills processes, international trade, cross border cultural relationships and economic development.

She participated in Green7 de Mexico – an antimicrobial agent distribution company in Mexico. This product utilizes a technology developed at Emory University that will mitigate infectious diseases such as MRSA.

Levine is a partner in Innovei Asia with offices in Taiwan and with relationships with manufacturing plants in China. She also is a Director and Partner in Innovei Electronics a company that was incubated by MFI International with competencies based on electronic repair. They are certified by companies such as Apple Compute.

From 2003 to 2008, Levine, served as a member of the President's Export Council, which worked with the Department of Commerce, the U.S Trade Representative and the Executive Branch in promoting U.S. Exports. She participant in a fact-finding trips to China and Mexico with Secretary of Commerce Don Evans. In 2008 she was named Chairman of the US/Mexico Border District Export Council by Secretary of Commerce Carlos Gutierrez, a Council that has representation throughout the US and Mexican border region.

From 2002 to 2007, Levine served as a board member for the Federal Reserve Bank of Dallas, El Paso branch. Served from 2004-2007 as co-chairman.

From 1998 to 2000 she he was Co-Chairman of "Amigos de Bush" a supporting group of Republicans, Democrats and Independents from different states in the United States supporting President Bush's Hispanic values agenda and was awarded the opportunity to plan and execute a sanctioned event at the 2000 Presidential Inaugural events in Washington D.C. with over 800 participants.

Levine founded the US/Mexico Strategic Alliance which networks with various existing organizations to improve the life of U.S. and Mexican citizens living in the border regions of the United States and Mexico. She is also involved in a medical project to relocate used U.S. medical equipment to needy hospitals in Mexico as well as helps to promote the Medical Center of the America and board member of the Biomedical Cluster Juarez/El Paso with organizations as SIVAM (Society of Mexican Artistic Values).

Levine has been working for the last 8 years putting together the social ecosystem that will be housed in the Herzog and de Meuron El Punto project that will be built in Ciudad Juarez. El Punto will house a music conservatory, arts academy, (dance, photography, painting, sculpture etc.), Permaculture program, hospitality Institute, digital education programs “Paco El Chato”. This ecosystem will be replicable for other regions of the world. These programs are based on a prevention of violence, and addictions. El Punto vision is to work on projects that can help with dignifying humanity.

She was a founding member of the Midland, Texas Hispanic Chamber of Commerce in the 1980’s.

Levine was a guest speaker at the Entrepreneur Class in the Business School at Baylor University in Waco Texas for 20 years as well as having served as the Entrepreneur in Residence at the University of Texas at El Paso 2006.

In 2011 was invited to be board member for the Baylor University School of Business and served for 6 years.

In 2012 she was asked to speak at the 6th Annual Global Forum at the McBride Center for International Business the theme being “Women in the World Economy.”

In 2017 she was a Key Note Speaker at the Baylor School Ethics Forum.

She has been a guest speaker in South American countries on economic development and maquiladora opportunities and issues.

Levine presently serves as Vice President of Southwest Maquila Association.

She served in Nation Board of BBVA Compass Bank from 2012- 2016.

Levine serves in the local advisory board of Compass BBVA Bank 2011 - Present

From 2011 to Present – Has worked with Herzog and de Meuron Swiss Architectural Firm to create an architectural and social INCON for the US/Mexico Border. This will create the echo system that can start to define the true DNA of the region.

December 2016 to February 2016 – Participated in the organization (with the Juarez and El Paso Bishops) of Pope Francis to Ciudad Juarez and the design of the altar and podium for the Papal Mass.

In 2017 Mrs. Levine’s foundation worked with the State of Chihuahua Desarrollo Social in fixing 76 “centros de bienestar infantil” (center for low income children in Juarez)

In 2017 created a relationship with Earth Block organization to create sustainable spaces in Juarez.

Summer of 2017 became partner of Con Vision 20/20 an eye clinic in Ciudad Juarez as the first of the clinics that will be operating in the “Closter Medico de Juarez”

In 2018 open “y Coma” an education a social center for the medical cluster in Juarez.

Levine was invited by Bishop Mark Sipze to participate in the Blue Ribbon Committee to assist the Catholic Schools of El Paso in 2016. After developing a plan for the schools Levine and the Blue Ribbon Committee now became the Advisory Board for the El Paso Dioses Catholic Schools to work with Art Edu on the transformation of the schools.

AWARDS AND RECOGNITIONS

In 2009 – “Manufacturer of the year” El Paso Hispanic Chamber of Commerce”

In 2007 - “Exporter of the year award given by the Small Business Association”

In 2006 -USHCC “National; and Regional Hispanic Business Woman of the Year Award”
US Hispanic Chamber of Commerce

In 2006 – McDonald’s Hispanos Triunfadores

In 2005 -“Ser Empresario – Border-land Award”

In 2004 -“Orgullo Hispano- Galardón de La Mujer” - Guadalajara México

In 2004 -“Texas Association of Mexican American Chambers (TAMAC) Business Woman of the Year Award”

In 2003 -“Small Business Administration's Minority Women-Owned Business of the Year Award”

In 2002 -“League of Women Voter's Bravo Award”

In 2017 = Award given by the Mexican Council in El Paso representing the industry.

In 2017 – Award from Ambassador of Mexico in the US for work in the industry.

In 2017 – Hispanic Chamber of Commerce – MFI as manufacturer of the year.

In 2018 – Mexicanos Distinguidos – Secretaria de Relaciones Exteriores – Mexicanos en el exterior.

Cecilia Levine is currently or has been affiliated with the following National and International Organizations.

- Board member of Federal Reserve Bank of Dallas, El Paso Branch (Director)-Chairmen Protem - 2002-2007
- President's Export Council – 2003 - 2008
- World Trade Center – Chairman of the Board – 2001-2004
- Board member of El Paso Catholic Diocese – 1998-2011
- Paso del Norte Group – Co-Chairman Trilateral Committee for 1 yrs.
- Paisano Bi-national Immigration Advisory Committee – 2000 -2002
- Partnership for Prosperity – Bi National Competitiveness Committee Member 2003-2004
- & Production Sharing Action Force Committee Member – 2002-2004
 - US/Mexico Strategic Alliance – Founder and President
 - Lydia Patterson School board member 2000 – 2008
 - El Paso Museum of Art Foundation – 2001-2005
 - CINIME (Mexican National Maquiladora Association) through MSI (Mexican Company)
 - Member of El Paso Hispanic Chamber of Commerce
 - Mexican Federation of Private Health and Community Development Associations (FEMAP) 2000-2002
 - Hospital Civil de Guadalajara Foundation Board – 2000-2003
 - Governor’s Mansion Foundation “Austin Texas” – 2000-2003
 - Kids for Kids (an international initiative to have prodigy children help raise funds for children with cancer)
 - INDEX - AMAC - Cd. Juarez Maquiladora Council - through MSI (Mexican company) 2000 - Present
 - Plan Estrategico de Juarez – participant
 - Society of Corporate Compliance and Ethics -2002-2003
 - University of Texas in El Paso Entrepreneur in Residents 2 yrs.
 - Chairman of the US/México Border District Export Council – US Commerce Dept.-2008 – present
 - SIVAM- board member in Mexico, City and New York 2002- present
 - Mi Gran Esperanza- (supports children with cancer) board member in Guadalajara Mexico, 2002- present
 - National and Regional Advisory Board Member of BBVA/Compass Bank 2011 – 2015
 - BBVA Compass Advisory Board – 2011 -Present
 - Juarez Competitiva – US- 2011
 - Board of Directors of Orchestra Esperanza Azteca (3 youths orchestras in Juarez)
 - Baylor University School of Business Advisory Board Member

- Tecnológico de Monterrey Advisory Board in Cd. Juarez
- District Export Council – US – 2010 – Present
- Fondo Unido de Mexico – Untied Way – 2016 - Present
- Desarrollo Economico del Norte – Vice President - 2016
- Southwest Maquila Association – VICE President – 2010- present and Social Responsibility Committee Leader
- Member of Index 1987- Present
- Blue Ribbon Committee El Paso Catholic Diocese – 2017 – Present
- School Board Catholic Dioses of El Paso 2018
- Board and Secretary of Closter Bio Medico Juarez/El Paso 2017- Present
- Board of the DIF in Ciudad Juarez 2016-2018
- Board member of Esperanza Azteca Juarez Orchestra 2011- Present
- Board of Con Vision 20/20 – 2018 – Present
- Advisory Board El Paso Catholic Schools and Communication lead. 2018 – Present

She was born in Chihuahua, Chih., Mexico in 1950, moved to the United States in 1966 with her parents Juan Ochoa Reynoso, Emma Bunsow de Ochoa and eight brothers and sisters. Attended the University of Texas in El Paso where she studied geology. Cecilia became a naturalized U.S. Citizen in 1982. In 1988 became partners with Lance R. Levine and married shortly after. Cecilia has four children: Chia Wollschlager, Emma Schwartz married to Doug Schwartz, Lawrence Wollschlager, and Lance Michael Levine and Ali Welik. Cecilia has four grand-daughters McKenzie Stewart, Taylor Stewart, Sienna Schwartz and Milan Schwartz. Levine's hobbies are painting, interior and exterior decorating and travel, and the ARTS.