



Board Appointment Form

City Clerk's Office

Appointing Office	Cynthia Boyar Trejo, District 4
Agenda Placement	Consent
Date of Council Meeting	01/06/26
Name of Board	Veterans Advisory Committee
Agenda Posting Language	
Gina Lewis to the Veterans Advisory Committee by Representative Cynthia Boyar Trejo, District 4.	
Appointment Type	Regular
Member Qualifications	
With more than two decades of experience supporting the financial stability, advocacy needs, and overall well-being of military service members, Veterans, and their families, I bring a proven record of leadership, strategic partnership development, and community impact that aligns strongly with the mission and values of our community.	
Nominee Name	Gina Lewis
Nominee Email Address	
Nominee Residential Address	El Paso Texas
Nominee Primary Phone Number	+1 (915)
Residing District	District 4
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
N/A	
Previous Appointee	James H. Green Jr.
Reason for Vacancy	Resigned
Date of Appointment	01/06/26
Term Begins On	09/01/25
Term Expires On	08/31/27
Term	First Term

Gina Lewis

Dear Cynthia Boyar Trejo, District 4 City Representative:

I am writing to express my sincere interest in the Veterans Advisory Committee of the El Paso City Council. With more than two decades of experience supporting the financial stability, advocacy needs, and overall well-being of military service members, Veterans, and their families, I bring a proven record of leadership, strategic partnership development, and community impact that aligns strongly with the mission and values of our community.

Since 2004, I have dedicated my career to strengthening the financial well-being of military service members, Veterans, and their families through my work in the financial services industry. In my current role as the Director of Military & Veteran Affairs at GECU, I have cultivated strong, mission-focused partnerships with Fort Bliss and military-affiliated organizations including the Association of the United States Army (AUSA), the Alliance of Regional Military Support (ARMS) Committee, the Armed Services YMCA, the Defense Credit Union Council, the El Paso Chamber's Military Affairs Committee, Endeavors Health & Wellness Center, and the Elizabeth Dole Foundation, among others.

I recently completed my term as the AUSA Omar Bradley Chapter President in July 2025—the first female and Veteran spouse to hold this distinguished position—and continue to serve on the Chapter's Executive Committee, the AUSA National Advocacy Committee, the Armed Services YMCA Executive Committee, the Defense Credit Union Council Advocacy Committee, the El Paso Chamber Military Affairs Committee, and the Chamber's Government Relations Committee. Through these roles and my work at GECU, I lead strategic initiatives that elevate and advocate for the military and Veteran community at the local, state, and national level.

My professional experience has consistently centered on developing collaborative solutions, strengthening military-community partnerships, and delivering programs that support financial readiness, transition support, and overall quality of life for military families. As the proud spouse of a U.S. Army Veteran and Northeast resident, I bring both a personal and professional commitment to serving those who have served our nation.

I would welcome the opportunity to contribute my experience, passion, and strategic leadership to the Veterans Advisory Committee of the El Paso City Council. Thank you for your time and consideration. I look forward to the possibility of discussing how my background aligns with your team's goals and how I can help further your mission.

**Sincerely,
Mrs. Gina Lewis**

Gina Lewis

Objective

Dedicated military and Veteran affairs professional with over 20 years of experience in supporting the financial stability, advocacy, and overall well-being of military service members, Veterans, and their families. Passionate about furthering community impact and advocating for local veterans. Seeking the opportunity to contribute my leadership, strategic partnership development, and policy advocacy experience to the Veterans Advisory Committee of the City of El Paso to enhance the quality of life for Veterans and their families within the community.

Professional Summary

A results-driven leader with over 20 years of experience advocating for the financial stability, well-being, and success of military service members, Veterans, and their families. As the Director of Military & Veteran Affairs at GECU, I have forged strategic partnerships with key military-affiliated organizations and led initiatives to enhance financial readiness, transition support, and quality of life for military service members, Veterans, and their families. I bring a strong record of leadership, having served as the first female and Veteran spouse President of the AUSA Omar Bradley Chapter, and continue to advocate for military communities at the local, state, and national levels. I am a dedicated community advocate, committed to building collaborative solutions that strengthen military-community partnerships, with a focus on delivering programs that support military service members and Veterans. As the spouse of a U.S. Army Veteran, I offer both professional expertise and a personal commitment to the mission of supporting those who have served our nation.

Experience

DIRECTOR OF MILITARY & VETERAN AFFAIRS | GECU | 1225 AIRWAY, EL PASO, TX 79925 | 12.2014 – PRESENT

- Advocate for the Veteran, military service members and their families at local, state, and national levels through strategic partnerships and leadership roles in various committees.
- Lead initiatives that enhance financial stability and overall quality of life for military service members, Veterans, and their families.
- Develop and maintain mission-focused partnerships with Fort Bliss and local military-affiliated organizations such as AUSA, ARMS Committee, Armed Services YMCA, and others.
- Collaborate with key stakeholders to create financial readiness programs, transition support initiatives, and wellness services for Veteran and military community.
- Keen ability to multi-task in high-stress, deadline driven environment while managing concurrent strategic campaigns.
- Strong verbal and written communication skills.
- Control development and execution of communication plans that provides key deliverables to align with organizational goals and budgets.
- Leverage industry trends and competitive analysis to improve marketing campaigns successful performance.
- Instrumental role in developing new website.
- Maintain professionalism and efficiency while working closely with internal leadership and external dignitaries to include high-ranking military officials.

- Recommend, compose, launch creative communication strategies to promote specific sets of products and services.
- Subject matter expert that keeps compliance requirements chief priority.
- Create efficiencies to maintain a solution-focused environment.
- Measure marketing campaign success, optimizing for best performance and results.
- Develop, implement, and manage entire campaign strategies unaccompanied.
- Effectively market products and services to keep brand awareness preeminent.
- Event coordination that includes planning, executing and hosting event.

ASSISTANT BANKING CENTER MANAGER | ARMED FORCES BANK | 1720 MARSHALL RD, FORT BLISS, TX 79906 | 09.2004-12.2014

Proficient in all managerial duties to include training employees, mentoring, cross-selling, delivering expert customer service, teller transactions, opening deposit accounts, preparing loan applications, vault & teller balancing, and other duties as required.

- Balance vault and teller drawers with accuracy.
- Perform daily transactions to assist customer's needs to include, but not limited to, teller transactions, opening accounts, loan applications and change orders.
- Prepare and execute monthly financial branch reports to ensure branch remained in compliance.
- Train employees on key process to perform daily activities accurately and efficiently in a teamwork driven, cross-selling environment.
- Actively listen to customers to provide exceptional customer service.
- Obtained NMLS License.
- Task management.

ASSISTANT BRANCH MANAGER | FOOTACTION | 750 SUNLAND PARK MALL, EL PASO TX 79912 | 01.1999-07.2004

- Train employees on key processes to perform daily activities that included cross-selling techniques and inventory knowledge.
- Provide exceptional customer service through effective communication and active listening skills.
- Cash handling experience to include balancing cash registers during opening and closing procedures.
- Prepare inventory stock for annual audits.
- Encourage employees to increase item per customer (IPC) sales for overall store goals
- Maintain store and customer confidentiality in accordance with compliance requirements.
- 10-key proficient.

Professional Affiliations

- Association of the United States Army (AUSA) – Omar Bradley Chapter President (2023-2025), National Advocacy Committee Member and current Executive Committee Member.
- Armed Services YMCA – Executive Committee Member.
- Defense Credit Union Council – Advocacy Committee Member.
- El Paso Chamber – Military Affairs Committee & Government Relations Committee Member.

Awards and Recognition

- CUNA Diamond Award for “El Paso Locomotive” Debit Card Design – 2020.
- CUNA Desjardins Award for Adult Financial Education – Second Place – 2020.
- CUNA Diamond Award for “What’s Next for You?” Savings Account Campaign – 2019.
- CUNA Diamond Award for “We’re With You” Remote Services Campaign – 2019.
- Albuquerque Best of 30 Award for “ImagineU” Financial Education Campaign – 2018.
- CUNA Diamond Award for “ImagineU” Financial Education logo – 2018.