



# City of Santa Fe, New Mexico

# memo

**DATE:** April 4, 2014  
**TO:** City Council  
**FROM:** Mayor Javier M. Gonzales  
**RE:** Appointments

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I would like to make the following appointments:

### Public Safety Committee

David E. Trujillo – term ending 3/2018 (Resume attached)  
Eric B. Johnson – term ending 3/2018 (Resume attached)

### Capital Improvements Advisory Committee

Edmundo Lucero (Councilor Trujillo) – Reappointment – term ending 12/2015  
Maria Higuera Pope (Councilor Ives) – Reappointment – term ending 12/2015

### City Business and Quality of Life Committee

Tony F. Ortiz – term ending 3/2016 (Resume attached)  
Dr. Almudena Guajardo Abeyta – term ending 3/2016 (Resume attached)  
William C. Sisneros – to fill unexpired term ending 3/2015 (Resume attached)  
Cervantes “Buddy” Roybal – term ending 3/2016 (Resume attached)  
Damian Taggart – to fill unexpired term ending 3/2015 (Resume attached)

### Economic Development Review Subcommittee

Simon Brackley, Chair – Reappointment – term ending 5/2016  
Kathy Keith, Vice-Chair – Reappointment – term ending 5/2016  
Cervantes “Buddy” Roybal – term ending 5/2016  
Damian Taggart – to fill unexpired term ending 5/2015  
Julia Castro – to fill unexpired term ending 5/2015 (Resume attached)

# David E Trujillo

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- **Experience**
  - Jan 2012 – Present ReJuVN8 Nutrition Santa Fe, NM**  
**Owner of ReJuVN8 Nutrition**
    - Owner operator of ReJuVN8 Nutrition
    - Retail Protein shakes and Herbalife products
    - Weight loss and Fitness challenges
    - Fitness Instructor
  
  - Jan 2013 – Present Safety Services Santa Fe, NM**
    - Contracted First Aid and CPR instruction for LANL
    - Provide private First Aid and CPR instruction
  
  - September 2011 Retired from City of Santa Fe Fire Department**
  
  - Nov 2007 – Sept 2011 Santa Fe Fire Department Santa Fe, NM**  
**Battalion Chief**
    - Charged with maintaining minimum manning per NFPA recommendations and collective bargaining agreement.
    - Charged with assigning and delegating all work to be done on any given shift.
    - Responsible for all EMS, Fire and Rescue calls on affected shift
    - Incident Commander on all Multi-jurisdictional emergency responses.
    - Incident Commander for all assigned planned functions to include Zozobra Command for Santa Fe Fiestas.
    - Ensured all Fire Personnel were compliant with all Fire Chief Directives, Standard Operating Procedures, City Rules and Regulations and EMS Protocols.
    - Represented the Chief when directed in City Council meetings, committees within the City of Santa Fe and outside agencies.
    - Responsible for City of Santa Fe Fire equipment and facilities on my affected shift.
  
  - Oct 2004 – Nov 2007 Santa Fe Fire Department Santa Fe, NM**  
**Fire Training Officer**
    - Facilitated the training of two new aerials for field personnel.
    - Incorporated FTMO (Fire Training Monthly Objectives) to meet the requirements of ISO for in house company training.
    - Fire Critique synopsis "Lessons Learned" created and E- mailed to all personnel and placed on City of Santa Fe Intranet.
    - Three shifts to NMSFFA in Socorro for live bum training.
    - Implementation of on line training on NIMS IS-700 with 100% compliance of field personnel per Presidential Directive.

- Implementation of Air Management Program per NFPA 1401 standard.
- Taught ICS class to Municipal League of Chiefs.
- FTMO utilized to facilitate PPE inspections.
- Met all contractual obligations for fire training, promotional classes and testing.
- Successfully facilitated the training of Two Cadet Academies.
- Met Fire Training obligations while simultaneously running Fire Cadet Academy.
- Aligned with NMSFFA to ensure all future promotional classes IFSAC accredited.
- Facilitated training on new structural CAFS engine.
- Started training where individual companies were placed out of service to facilitate more consistent training.
- Initiated the beginning stages of a Physical Fitness Initiative.
- FFI & FFII NMSFFA Adjunct Instructor.
- Became a BLS Instructor
- Facilitated EMS training to include annual CPR training and continual education credits for all EMS classifications to include Paramedic

**1998-2004                      Santa Fe Fire Department                      Santa Fe, NM**

**Firefighter/Paramedic**

- Provided ALS care to the citizens of Santa Fe.
- Acted in Capacity as Company Officer
- Participated in Bike Medic Program
- Instructed in the 22<sup>nd</sup> Cadet Academy

**1994-1998                      Santa Fe Fire Department                      Santa Fe, NM**

**Firefighter/EMT**

- Provided BLS care to the citizens of Santa Fe
- Became an EMT-I provider.

**1991-1994                      Santa Fe Recreation                      Santa Fe, NM**

**Water Safety Instructor**

- Instructed swim lessons to the citizens of Santa Fe.
- Instructed First Responder Skills to the citizens of Santa Fe.
- Certified Pool Operator.

**1986-1990                      United States Navy                      Norfolk, VA**

**Boswain Mate, Petty Officer Third Class**

- Responsible for all Damage Control Equipment.
- Repair Locker Incident Commander (On Scene Leader)
- Responsible for Under Way Replenishment (U.N.R.E.P)

- Two Mediterranean Deployments.
- Operation Desert Shield.

**Personal Objectives**

- To continually grow as a person and make a positive difference in my community by educating others in health and wellness.
- To educate community in CPR and First Aid

**Interests**

Weight Training, Nutrition, Coaching Football, Fishing and Camping, Spending time with my family.

**Contact Info:**

- David E Trujillo
- 51 Calle Francisca, Santa Fe, NM 87507
- [www.firestorm130@aol.com](mailto:www.firestorm130@aol.com)
- 505-660-1031

2663 Via Berrenda Santa Fe, New Mexico 87507  
Phone (505) 690-5504

## Eric B. Johnson

### Summary of Qualifications

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4/26/06 to 5/29/09 City of Santa Fe Police Department SFNM

#### Chief of Police (Retired)

Highly responsible law enforcement position involved directing employees, functions, and operations of the Police Department. Department Work involved responsibility for control and coordination of police activities, including budget and fiscal control; ensured that public order was maintained throughout the city; that laws and ordinances were enforced, and that all necessary measures were taken to prevent crime, and protect lives and property. Work was performed with wide latitude for independent judgment and action. This position reported directly to the City Manager.

### Education

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- 1985 Graduate Santa Fe High School SFNM
- High School Diploma
- 1987 Graduate of the New Mexico Law Enforcement Academy
- 2001 Certificate from the Department of Public Safety for First Line Supervisor
- 2003 Certificate from the Santa Fe Community College for Criminal Justice Management and Supervision (40 hrs)
- 2004 Graduate of Northwestern University Center for Public Safety School of Police Staff and Command (400 hrs. or 18 college credit hrs.)
- Over 1000 hrs. of advanced training in law enforcement related studies (Certificates available upon request)

Professional Experience

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4/26/06 to 5/29/09 City of Santa Fe Police Department SFNM

Chief of Police

7/12/03 to 4/26/06 City of Santa Fe Police Department SFNM

Deputy Chief of Police

Administrative Deputy Police Chief responsible for overseeing the Department Budget Office, Technical Service Division, Planning and Training Division, Animal Services and Professional Standards Sections

2/17/01 to 7/12/03 City of Santa Fe Police Department SFNM

Police Sergeant

Supervised areas within the Special Investigations Section to include the Crimes against Property Section, Crimes Against Person Section. Gang Unit and Crime Scene Unit. Areas of responsibility included but were not limited to the management of high profile cases which included homicide, criminal sexual penetration, robbery and various other crimes. Additional responsibilities during this tour of duty included representing the Santa Fe Police Department as the Public Information Officer on all crime related issues.

4/25/92 to 2/17/01 City of Santa Fe Police Department SFNM

Police Detective I

Police Detective II

Assignments as a detective included the Crimes Against Property Section, Special Investigations Unit and the Special Crime Attack Team. Responsibilities included the investigation of all property related crimes to include burglary, larceny, white collar crimes, criminal damage and auto theft. Other areas of responsibility included warrant service, tracking of career criminals, homicide investigation and the investigation of all other felonious crimes.

1/10/87 to 4/25/92 City of Santa Fe Police Department SFNM

Patrol Officer I

Patrol Officer II

Patrol Officer III

Field Trainer Officer

Duties included all patrol related activities to include the initial investigation of all reported crimes, traffic enforcement, crash investigation and the collection of evidence necessary to prosecute the crimes investigated. Additional responsibilities included the training and evaluation of newly hired Police Cadets.

9/01/2010 to 05/31/2011 Santa Fe Public Schools SFNM

Disciplinary Hearing Officer

Duties included conducting disciplinary hearings for all Santa Fe Middle Schools related to violations of the SFPS Code of Conduct. To hear all evidence presented during the hearing by the respective Principals and to determine whether a violation occurred. To make disciplinary recommendations to the Superintendent of Schools and to make appropriate recommendations to other agencies depending on the severity of violation.

10/15/2011 to 01/20/2013 Pueblo of Pojoaque Pojoaque NM

Police Officer/Investigator Pueblo of Pojoaque

Duties included all patrol related activities to include the initial investigation of all reported crimes, traffic enforcement, crash investigation and the collection of evidence necessary to prosecute the crimes investigated. Additional responsibilities included the training and evaluation of newly hired Police Cadets.

1/20/2013 to 9/01/2013

**Police Sergeant Pueblo of Pojoaque**

Supervised a Patrol Team consisting of one Corporal and three Patrol Officers. Responsibilities included that all necessary investigations were conducted in accordance with the Departments Standard Operating Procedures. Supervised day to day functions, ensured all necessary paperwork was routed to the appropriate courts and proper agencies for follow-up. Conducted monthly inspections of officers and equipment.

9/01/2013 to Present

**Police Lieutenant Pueblo of Pojoaque**

Highly responsible law enforcement position involves directing employees, functions, and operations of the Police Department. Department Work involves control and coordination of police activities, training and scheduling. To ensure that public order is maintained throughout the Pueblo and all Pueblo owned facilities. Ensures that tribal laws and resolutions are enforced and that all necessary measures are taken to prevent crime, and protect lives and property. Work is performed with wide latitude for independent judgment and action. This position reported directly to the Chief of Police.

**Additional Professional Activities**

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New Mexico Gang and Terrorism Task Force, Past Executive Board Member

New Mexico Suicide Intervention Project, Past Board Member

NM State Traffic Records Executive Oversight Committee, Past Board Member

Santa Fe Recovery Center, Past Board Member

First Judicial District Court, Past Drug Court Panelist

First Judicial District Court, Past Mental Health Court Panelist

Santa Fe Sobering Center, Past Committee Member

Santa Fe Police Department Public Information Officer

RECC Board (Regional Emergency Communications Center)

## Professional Memberships

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International Association of Chiefs of Police

Fraternal Order of Police

Santa Fe Police Officers Association

New Mexico Police Chiefs Association

Northwestern University Center of Public Safety Alumni Association

## Community Activities

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Retired Board Member of the New Mexico Suicide Intervention Project to aide in the education and prevention of teen/youth suicide in the Santa Fe and Northern New Mexico communities.

26 year member of Santa Fe Lodge #460 Benevolent and Protective Order of Elks

21 year member of Santa Fe Lodge #3 Fraternal Order of Police

## Awards Received

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Employee of the quarter

Supervisor of the quarter

Santa Fe Crime Stoppers Award

Numerous Letters of Commendation

Letter of Recognition from Governor Bill Richardson

## References

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Benji Montano, former Sheriff Santa Fe County  
117 Pine Street  
Santa Fe, New Mexico 87501 (505)469-1911

Frank Rael, Chief of Police, Pojoaque Police Department  
58 Cities of Gold Road Suite 6  
Santa Fe, New Mexico 87506  
(505) 455-2295

**TONY F. ORTIZ**  
**ATTORNEY AT LAW, LLC**  
2011 Botolph Rd, Suite 200, Santa Fe, NM 87505

**EDUCATION**

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- J.D. University of Michigan Law School, 1996.
- B.A. Political Science, Stanford University, 1992.

**WORK EXPERIENCE**

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- Tony F. Ortiz, Attorney at Law, LLC. 2013-present.
- Of Counsel to Scheuer, Yost & Patterson, 2006-2013
- Partner, Castille & Ortiz, LLC 2000-2006
- Associate, Simons, Cuddy & Friedman, Santa Fe, New Mexico, 1998-2000.
- Judicial Clerk, New Mexico Supreme Court; Chambers of Justice Joseph F. Baca, 1996-1998.
- Public Policy Fellow for the Congressional Hispanic Caucus, Washington, D.C., 1992-1993, with assignments to the Justice Department and a non-profit organization working on bilingual education issues.

**PRACTICE AREAS & TRIAL EXPERIENCE**

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- General Education Law, general student issues, special education, personnel issues, staff training, school finance, drafting and reviewing school policies and regulations, school board issues, interpreting state and federal laws and regulations affecting schools; trial court and administrative practice, general real estate, contract and tort practice.
- Lead trial attorney in jury and bench trials in the New Mexico State and Federal Courts.
- Graduate, National Institute of Trial Advocacy Program on Trial Tactics, 2001.

**REPRESENTATIVE CLIENTS**

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- Boards of Education in Artesia, Cimarron, Dexter, Hondo, Jal, Lovington, Moriarty, Roswell, and Santa Fe.
- Board of Regents for New Mexico School for the Blind and Visually Impaired
- Board of Regents for Northern New Mexico College
- Los Alamos County: hearing officer and representative of the Personnel Board
- Public school teachers, athletic directors, coaches, administrators, superintendents, board members
- College presidents, regents, professors, administrators, and coaches
- New Mexico Municipal League, representing municipalities and their police, employees, and administrators in all tort, employment, and civil rights matters.

**LICENSES, SPECIALIZED TRAINING & ORGANIZATIONS**

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- Licensed to practice in state courts in New Mexico; United States District Court for New Mexico; Tenth Circuit Court of Appeals; and the United States Supreme Court.
- Council of School Attorneys
- Education Law Association
- Defense Lawyers Association, Board of Directors 2010-2014

**PERSONAL**

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- Married to Ann F. Porterfield-Ortiz
- Three daughters: Sofia, Lucia and Eva Ortiz
- Triathlete, with over 20 sprint and Olympic distance races logged
- Volunteer swimming and soccer coach
- Big Brothers Big Sisters of Santa Fe, volunteer 1999-2001; Board Member 2002-2004

# DR. ALMUDENA GUAJARDO ABEYTA

3 PAJARITO PEAK, SANTA FE, NM 87508

PHONE: (617) 561-0511 • EMAIL: [uspabeyta@gmail.com](mailto:uspabeyta@gmail.com)

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## EDUCATION

- Harvard University, Graduate School of Education, Cambridge, Massachusetts  
Doctor of Education, Urban Superintendents Program *May 2013*
- Harvard University, Graduate School of Education, Cambridge, Massachusetts  
Masters of Arts, Education Policy and Management *June 2009*
- Harvard University, Graduate School of Education, Cambridge, Massachusetts  
Master of Arts, School Leadership, Principal Strand *June 2004*
- University of New Mexico, Albuquerque, New Mexico  
Post Baccalaureate Licensure Program, College of Education; summa cum laude *May 2002*
- University of New Mexico, Albuquerque, New Mexico  
Bachelor of Arts, Communication and Journalism; cum laude *May 1994*

## EXPERIENCE

### Chief Academic Officer

Santa Fe Public Schools, Santa Fe, New Mexico – September 2012 - Present  
Supervise district academics and schools

### Assistant Academic Superintendent for Middle and K-8 Schools

Boston Public Schools, Boston, Massachusetts – February 2010 – September 2012  
Supervise and evaluate 36 principals and schools

### Executive Intern to the Superintendent

Springfield Public Schools, Springfield, Massachusetts – August 2009 – February 2010

### Principal

Boston Public Schools, Donald McKay K-8 School, East Boston, Massachusetts – July 2004 – July 2008  
Demographics: *National Title I Distinguished School, Compass School, and Vanguard School*

### Principal Intern

Boston Public Schools, Donald McKay K-8 School, East Boston, Massachusetts – August 2003 to May 2004

### Kindergarten Teacher

Mary Ann Binford Elementary, Albuquerque, New Mexico – August 2001 to July 2003

### First Grade Teacher

Evangel Academy, Albuquerque, New Mexico – August 1998 to June 1999

### Kindergarten Teacher

Calvary Chapel Academy, Santa Fe, New Mexico – August 1996 to June 1998

## PRESENTATIONS/RESEARCH

*Harvard Leadership Conference*, Panelist  
Harvard Graduate Council at the Harvard Kennedy School, Fall 2010

*Dissertation Process While Working*, Panelist  
Harvard Graduate School of Education Urban Superintendents Program, Fall 2010

*Superintendent Mentor/Mentee Relationship*, Co-presenter  
Harvard Graduate School of Education Urban Superintendents Program, Summer 2010

*New and Aspiring School Leaders*, Panelist  
Harvard Graduate School of Education Principals' Center, Spring 2009

*Data Wise Summer Institute: Creating an Effective Data Overview*, Presenter  
Harvard Graduate School of Education Principals' Center, Summer 2008

*Best Practices for English Language Learners*, Co-presenter  
Harvard Institute for School Leadership, Summer 2008 & 2009

*Donald McKay K-8 School: Using Data to Improve Instruction*, Co-presenter  
Boston Public Schools, All Coach Professional Development, Fall 2007

*Choice and Autonomy: Culturally Relevant Approaches to Literacy*, Co-presenter  
Harvard Graduate School of Education Fifth Annual Alumni of Color Conference, 2007

*Mississippi Educational Leaders Conference (MELC)*, Panelist  
Harvard Graduate School of Education Principals' Center, 2006

*Student of Color Orientation*, Keynote Speaker  
Harvard Graduate School of Education, 2006 & 2007

*Student of Color Recruitment*, Panelist  
Harvard Graduate School of Education, Office of Admissions, 2006 & 2008

*Educating Teachers to Meet the Needs of Upper Elementary English Language Learners*, Co-presenter  
Harvard Graduate School of Education Student Research Conference and International Forum, 2005

## HONORS AND AFFILIATIONS

Harvard Graduate School of Education, Group Facilitator – National Urban Leaders' Institute, 2010-2013  
Harvard Graduate School of Education, Teacher Fellow – Data Wise Institute, 2007, 2008, and 2010  
Phi Delta Kappa of Harvard University, Innovation in Education Award, design of The New American Academy, 2009  
Harvard Graduate School of Education, Group Facilitator – Harvard Institute for School Leadership, 2007 and 2008  
*El Planeta* newspaper, named 100 Most Influential Individuals in the Hispanic Community of Massachusetts, 2007  
Boston Partners Educator of the Year Award, 2006  
Hispanic Caucus Institute Scholar, 2003  
Golden Apple Scholar, 2002  
Ronald E. McNair Scholar, 2002  
University of New Mexico Zia Scholar, 1990-1994  
University of New Mexico Regents Scholar, 1990-1994

## VOLUNTEER AND COMMUNITY INVOLVEMENT

**Member**, Latino-American Advisory Commission to Governor Deval Patrick – 2009-2013  
**Member**, Board of Director, Boston Partners – 2009-2012  
**Member**, Advisory Board, America Scores New England – 2008-2011  
**Member**, Advisory Board, Artward Bound, College of MassART – 2010-2012  
**Volunteer**, Harvard Graduate School of Education Conant Scholarship Selection Committee – 2009-2012  
**Volunteer**, Calvary Chapel North Shore, Worship Team Member – 2010-2012

**WILLIAM C. SISNEROS**  
**Resume Synopsis**

William C Sisneros is a consultant and businessman, President of WCS Consultants and the CEO of Jenkeel, Ltd.; a New Mexico Corporation dba The Club El Gancho. He founded his consulting practice in 1981 and Jenkeel Ltd, in 1985. Mr. Sisneros is a graduate of The University of Colorado at Boulder with a Masters Degree in Public Administration. His prior management experience includes CEO and General Manager of Jenkeel, Ltd, City Manager of Santa Fe, New Mexico, Town Manager of Taos, New Mexico, Assistant City Manager Boulder, Colorado and an Administrative Assistant to thr City Manager in Englewood, Colorado.

Mr. Sisneros provides services to public and private sector clients and specializes in management and organization development consulting, and land development process consulting. Mr. Sisneros has lectured on management and performance budgeting and performed management and training consultations nationwide. A partial client list includes Los Alamos National Laboratory, The City of Santa Fe, Senator Jeff Bingaman, The New Mexico Municipal League, The University Of Alaska/Fairbanks, and The International City Management Association.

Mr. Sisneros has been active in the Santa Fe community having served on the Executive Board of St. Vincent's Hospital, as President of the Santa Fe Chamber of Commerce, as Chairman of the Industrial Park for Santa Fe Economic Development Inc., on the Board of Directors of Open Hands, and New Mexico CARES. He served as a member of the New Mexico First Board of Directors which was created by Senator Jeff Bingaman and Senator Pete Domenici

Offices are in Santa Fe, New Mexico. The mailing address is P.O. Box 4700, Santa Fe, New Mexico 87502. Home phone is 984-0029, cell is 670-9881 and FAX is 984-0395

## RESUME

### William Charles Sisneros

P O Box 4700  
Santa Fe. New Mexico 87502  
Home 505-984-0029  
Cell 505-670-9881  
wmcsisneros@aol.com

#### EDUCATION:

1970 - 1972 **M.P.A. Masters Degree in Public Administration, University of Colorado at Boulder, Colorado**, with an emphasis an emphasis in city management and urban affairs, leadership management and organizational development. Elected President of the MPA Graduate Students Roundtable.

1966 - 1970. **B.A. Bachelor of Arts Degree, Fort Lewis College, Durango, Colorado**. Liberal Arts Degree with Political Science/History and Business emphasis.

#### BUSINESS EXPERIENCE:

**Owner and CEO, Jenkeel, Ltd., dba The Club El Gancho, 1985 – Present:** A New Mexico Corporation organized to own, manage, operate, buy, sell and invest in real property, athletic and sports related clubs or facilities, and other commercial properties, and to engage in management or operations consulting and training.

**New Mexico Finance Authority, CEO 2004-2012:** The NMFA is a Infrastructure Bond Bank serving New Mexico. It was a professional executive position. I managed the operation and functions of the NMFA, including policy and program development, legislative affairs and intergovernmental relations. The NMFA reached a AAA rating, by Standard and Poor's, a six levels increase, during my tenure.

**Founder and President, EnRes, Inc. 1982 - 1988** A corporate and governmental consulting firm specializing in organization development and management consulting, training, and land development services. Consulting services have been provided in the areas of ; management , budget, finance, public relations, safety programs, capital improvements, strategic planning, operations assessments, organizational development, and management action plans.

**BUSINESS EXPERIENCE** continued

Services include assisting private developers process applications, develop community relations programs, and negotiate with city and state government authorities, neighborhood associations and special districts.

**City Manager, City of Santa Fe, New Mexico** 1979 - 1982 Responsible for managing the capitol city, a full service municipal corporation with a population of approximately 60,000 with 670 employees and managing a city budget approaching \$35 million annually. Included all finances, police, fire, planning personnel, budget, environmental safety, automated data processing, and administrative services, ambulance and convention center.

**City Manager , Town of Taos, New Mexico** 1977 - 1979 Was responsible for managing a full service city with 8,000 residents, 85 employees , and all operations, budget and financial affairs.

**Assistant to City Manager, City Manager's Office , City of Boulder, Colorado** 1972 - 1977 Assisted and advised the City Manager in operating a full service city having over 80,000 residents, 20,000 University of Colorado students in residence, 630 employees, and a \$35 million annual budget. I also served as a representative for City / University of Colorado Board of Trustees directed at Improving relationship through active communication and joint problem solving.

**Administrative Assistant, City Manager's Office, City of Englewood Colorado** 1971 - 1972 A management internship that emphasized budge development , planning and implementation, finance, personnel, capital improvement programs, city planning, and housing.

**Secretary, Director, and 25% stockholder, Rocky Mountain Resorts, Inc** 1984 - 1987 A Colorado real estate development company specializing in acquiring land for the future development of hotels and other income-producing properties in the western United States.

**General Partner for Community Relations and Governmental Negotiation: and an 11.25% Owner, Mesa Lodge, Ltd.** 1984 - 1987 A New Mexico Limited Partnership established to develop and own a 150 room resort hotel in Durango Colorado.

**General Partner for Community Relations and Governmental Negotiations, and a 33% Owner, El Pinon, Ltd.** 1984 - 1987 A New Mexico Limited Partnership established to develop and own a 200 room urban hotel in Albuquerque, New Mexico.

**AWARDS AND HONORS:**

**Appointed** by the Supreme Court of New Mexico to the Judicial Branch Personnel Grievance Committee

**Appointed** Executive Committee of the Santa Fe County Chamber of Commerce

**Appointed** by Senator Jeff Bingaman, Board Member of New Mexico First

**Elected** President, Santa Fe Chamber of Commerce, Santa Fe, New Mexico

**Appointed** Conference Planning Chairman, International City Management Association, International Conference, Louisville, Kentucky

**Elected** "Outstanding Young Man of America", for leadership and contributions to the community

**Elected** President, New Mexico City Managers Association

**Elected** Executive Committee of NMCares.

CIVIC ACTIVITIES:

Member, Board of Directors, Open Hands, Santa Fe, New Mexico

Member, Board of Directors, New Mexico First, created by Senator Jeff Bingaman and Senator Pete Dominici

Member, Los Alamos Community Council, Santa Fe, New Mexico

Trustee and Member, Executive Committee, St. Vincent's Hospital, Santa Fe, New Mexico

Member, Board of Directors, Santa Fe Economic Development Corporation

Chairman of the Industrial Park Committee, a non-profit development corporation. Santa Fe, New Mexico

Member, Funding and Program Development Committee, Volunteer Involvement Services, Santa Fe.. New Mexico

Member, Santa Fe Rotary Club International, Santa Fe, New Mexico

Member, Board of Directors, Santa Fe March of Dimes (Chairman, 'Walk-A-Thad'), Santa Fe, New Mexico

Member, Board of Directors, Santa Fe Cares, Santa Fe, New Maxim

Member, United Way of Santa

**SPEAKING ENGAGEMENTS:**

Mr. Sisneros continues to be involved in speaking engagements on management, budgeting, organization development , customer service , continuous quality improvement, cooperative communications , team effectiveness (how working together works) and conflict negotiations.

**REFERENCES:**

Senator Jeff Bingaman  
123 East Marcy, Suite 207  
Santa Fe, New Mexico 87501  
505-988-647  
202-224-5521

Mr. Sonny Otero  
Otero Contracting, LLC  
P.O. Box 524  
Santa Fe, New Mexico 87504  
505-984-0223

Mr. Steve Flance  
Former Chairman NMFA  
Santa Fe, New Mexico  
505-988-9891

Mr. Ike Pino  
Former City Manager  
City of Santa Fe  
Santa Fe, New Mexico  
505-983-6921

Justice Richard Bosson  
New Mexico Supreme Court  
P.O. Box 848  
Santa Fe, New Mexico 87504  
505-827-4892

Mr. David Blackman  
DAVOS Capital, LLC  
1233 Paseo de Peralta  
Santa Fe, New Mexico 87501  
505-388-3520

**MOST IMPORTANT:**

**Married to Amy L. Sisneros**, President of Jenkeel, ltd., wife, business partner, companion , and my best friend.

1969 – Present, **an involved, dedicated and fun father to four children and four grandchildren**, and at one time a super soccer coach for a team of 9 year olds. A terrific golf, tennis, and ski instructor for the first four: Jennifer - Kelly - Elise and Micah. (I receive no monetary compensation for private lessons for this fine group of people.)

## RESUME

### Cervantes "Buddy" Roybal

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1008 Old Santa Fe Trail  
Santa Fe, New Mexico 87505  
(505) 850-7622 (H) (505) 699-2687 (C)  
Email: buddy@coronadodecorating.com

**OCCUPATION:** President/Owner – Coronado Paint & Decorating Center  
2929 Cerrillos Road  
Santa Fe, NM 87507

**OBJECTIVE:** *To devote my best effort in managing and expanding my business with an atmosphere of harmony and opportunity that will benefit employees, as well as customers, based on three principles: honesty, integrity, and fairness.*

**AREAS OF EXPERTISE:** Strategic planning, managing projects, team building, identifying areas of strengths and weaknesses in company policies, standards and operations. Ability to motivate staff to maximum productivity to control cost through the most effective use manpower and available resources.

#### **PROFESSIONAL COMMUNITY INVOLVEMENT:**

Santa Fe Home Builders - Former Treasurer  
Partners in Education - Former Board Member  
Santa Fe Vintage Club – Current Vice President  
Santa Fe New Mexican Ten Who Made A Difference  
Santa Fe Boys & Girls Club- Former Board Member  
Big Brothers & Big Sisters - Former Board Member  
Century Bank – Current Board Member  
Bank Of Santa Fe – Former Board Member  
Wells Fargo Bank – Former Board Member  
Former Selection Committee Member - Santa Fe Business Incubator  
Santa Fe Chamber of Commerce - Past Chairman Of The Board  
Santa Fe Alliance - Past Chairman Of The Board  
City Of Santa Fe Business & Quality of Life - Former Board Member  
Church Ministry – Feed The Homeless In Santa Fe  
Santa Fe Rotary Club – Current - Member  
St. Vincent's Hospital Foundation Current – Board Member

#### **PROFESSIONAL AWARDS AND ACHIEVEMENTS:**

1994 Who's Who Business Leader Award  
1999 Sam Walton Community Leadership Award  
1999 Santa Fe New Mexican 10 Who Made A Difference  
2000 New Mexico Secretary of State Award For Exemplary Dedication and Service  
2001 Santa Fe Chamber of Commerce Business Excellence Award  
2005 City of Santa Fe Small Business of the Year award  
2006 U.S. Chamber of Commerce Small Business Of The Year Award (Presented by Speaker Gingrich) Southwest & Central Region – U S Congress recognition

Buddy Roybal Resume....Cont.

- 2006 U.S. Chamber Of Commerce Small Business Blue Ribbon Award
- 2006 Santa Fe Youth Sponsor Of The Year Award
- 2007 U.S. Hispanic Business Award Nominee
- 2008 UNM Anderson School of Management Ethics in Business Award Nominee
- 2008 City Of Santa Fe's Historic Design Heritage Preservation Award

**FEATURED PUBLICATIONS:**

- 2000 – New Mexico The Distant Land – Published by American Historic Press
- 2006 - New Mexico Business Weekly (June Issue)
- 2006 – Paint And Decorating Retailer – A National Publication (April Issue)
- 2008 – Santa Fe Sun Monthly (September Issue)

**MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS:**

U.S. Chamber of Commerce; Los Alamos Chamber of Commerce; Santa Fe Home Builders Assoc.; Santa Fe Alliance; Better Business Bureau of New Mexico; Abbey Carpet Buying Group; National Federation of Independent Business; Santa Fe Chamber of Commerce, Rotary Club, Santa Fe Hispanic Chamber of Commerce.

**COMMUNITY SUPPORT:**

Advertise in various community periodicals, sponsor fund raising events; make financial donations to various non-profit organizations, schools year books, sports events, well as summer programs such as little leagues and little dribblers programs.

Served as Chairman of several fund raising events in Santa Fe: The Boys and Girls Clubs Ball—4 years; Partners In Education Balls-1 year; Santa Fe Chamber of Commerce Hoe Down-1 year. July 4th Car Show On the Plaza—4 years.

- EDUCATION:** 1964- Graduate Santa Fe Public Schools  
1964- U. S. Navy Reserves  
1970 - Received Honorable Discharge U.S. Navy Reserves  
1971 - Graduate Santa Fe Police Academy  
1975 - Present – Numerous Workshops - Certificates of Accomplishment  
Home Decorating, Management, Finance, Public Relations and Sales

- EMPLOYMENT HISTORY:** 1970-1973 - Santa Fe City Police Officer  
1974-1984 – Manager, Sherman Williams Paint Company  
1984-Present: Owner/President: Coronado Paint &Decorating

**Coronado Paint and Decorating Center** is a home decorating center, specializing in the retail sales of stone, ceramic tile, carpet, wood flooring, paint, custom paint matching, paint sundries and natural plaster. As a member of a large national buying group, Coronado Paint And Decorating is able to provide its customers with the best possible price and product selections.

**Hobbies:** Driving and detailing my vintage/classic car collection; attending car shows; spending time with my family.

## DAMIAN TAGGART

<http://mind.sh/are/>

<http://mindsharelabs.com>

### EXPERIENCE

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#### MINDSHARE STUDIOS, INC.

07 / 2006 - Present

##### *Owner, Lead Developer*

Mindshare Studios, Inc. is a full service web development agency focused on web design and programming, internet consulting, brand identity development, and search engine optimization. Our goal is to provide captivating interactive solutions that increase the brand recognition and effectiveness of your organization.

Mindshare Studios' value is demonstrated through our ability to attentively listen to and comprehend the needs of our customers and translate those requirements into creative solutions that both accommodate available budgets and meet operational needs.

#### CNM - CENTRAL NEW MEXICO COMMUNITY COLLEGE

04 / 2004 - 07 / 2006

##### *Multimedia Specialist*

Create promotional and instructional materials in Web, video, and computer-based training CD-ROM. Participate in video streaming projects. Design Web sites in accordance with departmental or project needs. Advise and train faculty and staff in technical and design issues of media, computer applications, Web page design and distance learning. Present projects to deans and faculty and at conferences. Research new technologies and recommend purchase of computer software and hardware.

#### SOLE PROPRIETORSHIP

01 / 2004 - 07 / 2006

##### *Freelance developer*

Freelance web development and creative marketing and branding across a wide variety of mediums.

#### NEW MEXICO ADOBE USERS GROUP

01 / 2003 - 06 / 2006

##### *NM Adobe Community Expert*

<http://nmaug.com>

Flex 2 / Flash Media Server 2 Focus Group Leader

#### ST JOHNS COLLEGE

2002 - 2003

##### *Web Production Coordinator*

Responsible for maintaining the College's dynamic website, digital assets, and compliance with the College's graphic standards. Acted as a college-wide resource for online publishing including copywriting and copyediting site content and architecture.

### EDUCATION

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#### UNIVERSITY OF NEW MEXICO

1998 - 2003

*Bachelors , Media Arts and English*

#### HUMBOLDT STATE UNIVERSITY

2000 - 2001

### HONORS

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CNM Excellence Award for creating an Online Orientation for new students.

### INTERESTS

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responsive design, content-rich web development

### ASSOCIATIONS

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New Mexico Adobe Users Group, NM GNU Linux Users Group (NMGLUG)

### CERTIFICATIONS

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#### CERTIFIED ACTIONSCRIPT DEVELOPER

07 / 2004

*Adobe*

# Julia G. Castro

12 Camino Sabanero  
Santa Fe, NM 87508

(505) 670-0272  
jcastro356@aol.com

## *PROFILE*

Julia Castro has been a Santa Fe resident for over 37 years. In that time she has been active in the arts community, immigration advocacy, the Hispano Chamber of Commerce, has served on various committees of Somos Un Pueblo Unido and previously served on the City's Occupancy tax advisory board. Julia and her husband Carlos have three daughters.

## *PROFESSIONAL EXPERIENCE*

**Café Castro Native New Mexican Cuisine**  
**Santa Fe, New Mexico**  
**Owner / Operator and CEO**

**January 2008-Present**

Responsible for leading and managing a restaurant consisting of 15+ employees. Managed sales, inventory, and cost controls while cultivating a service oriented environment in which employees were motivated to deliver top performance.

**Castro's Restaurante Native New Mexican Cuisine**    **October 1991-December 2009**  
**Santa Fe, New Mexico**  
**Owner / Operator and CEO**

Responsible for leading and managing a restaurant consisting of 15+ employees. Managed sales, inventory, and cost controls while cultivating a service oriented environment in which employees were motivated to deliver top performance.

**Castro's El Comal Restaurante**  
**Santa Fe, New Mexico**  
**Owner / Operator and CEO**

**January 1990-October 1992**

Responsible for leading and managing a restaurant consisting of 15+ employees. Managed sales, inventory, and cost controls while cultivating a service oriented environment in which employees were motivated to deliver top performance.

**Tomasitas Santa Fe Station**  
**1980-October 1989**  
**Santa Fe, New Mexico**  
**Front Floor Manager**

**January**

Responsible for leading and managing a restaurant consisting of 50+ employees. Managed sales, inventory, and cost controls while cultivating a service oriented environment in which employees were motivated to deliver top performance.

Selected Contributions: