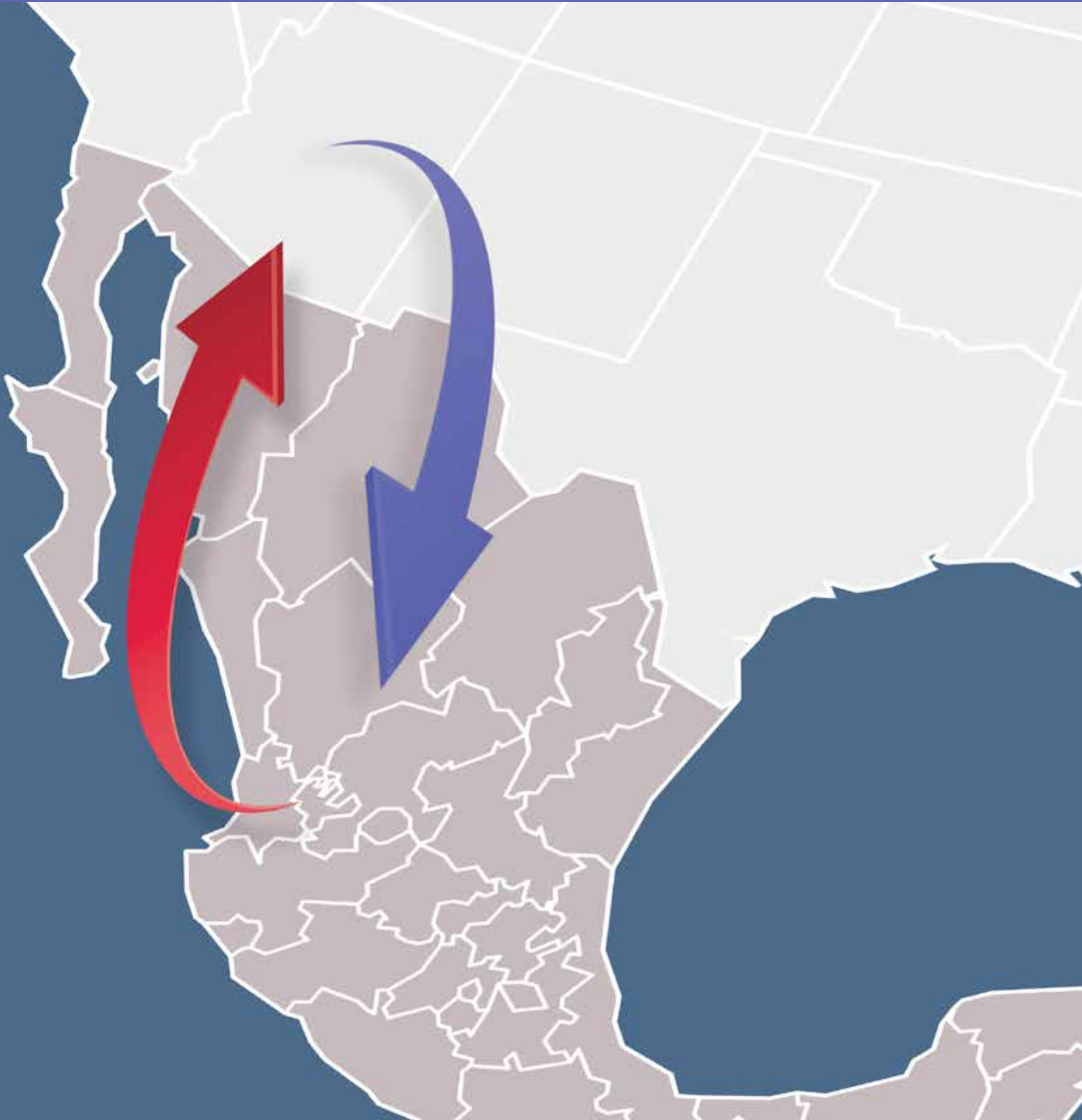


ARIZONA & MEXICO

Town Hall - April 27, 2018 - Hermosillo, Sonora



Highlights from the 2017 “Arizona & Mexico” Town Hall, Hermosillo, Sonora

The first Arizona & Mexico Town Hall convened May 27, 2017 in Hermosillo, Sonora with approximately 80 participants from both Arizona and Sonora. Below are some highlights from the Final Recommendations. To read the full report, visit www.aztownhall.org/Hermosillo.

“Investment in the infrastructure that supports our region is necessary to position ourselves competitively in the global economy.”

“If we are to prosper, we need to make our trading relationship stronger.”



“Education of the general public is necessary so that they are more informed of how a strong, positive trading relationship has improved their lives.”

“We need to own our challenges and work together to supersede them.”

“Sonora and Arizona have an enormous potential that should give us global advantage in the world.”

“A strong mega-region helps grow and maintain a strong middle class in both Sonora and Arizona. A strong economy breaks social barriers and crosses borders providing increased wealth benefits for all.”



AGENDA

THURSDAY, APRIL 26

- 3:00 p.m. – 6:00 p.m. Registration – Main Lobby, Hotel Lucerna
- 6:00 p.m. – 7:00 p.m. Trolley Tour of Hermosillo – Pickup in Main Lobby, Hotel Lucerna
- 7:00 p.m. Social Hour – Está Cabral
Appetizers provided, drinks and dinner on your own

FRIDAY, APRIL 27

- 7:30 a.m. – 8:30 a.m. Registration – Main Lobby, Hotel Lucerna
- 8:30 a.m. – 9:30 a.m. Breakfast Program – Salón Rubí
*Gold Sponsor Highlighted: **Salt River Project***
*Welcome: **Tara Jackson**, President, Arizona Town Hall*
*Special Remarks: **Juan Francisco Moreno**, Board Member, Private Initiatives Liaison in Hermosillo, Sonora, Arizona-Mexico Commission; Attorney, Gomez del Campo & Moreno LLP; **Yamilett Martínez Briseño**, General Director, Liaison and International Cooperation Office, Office of Governor Claudia Pavlovich Arellano*
*Speaker Introduction: **John Hoopes**, Vice President, Salt River Project*
*Factual Overview: **Jonathan Koppell**, Dean & Professor, College of Public Service & Community Solutions, Arizona State University*
*Overview of the Town Hall Process: **Linda Elliott-Nelson**, Vice President for Learning Services, Arizona Western College*
- 9:30 a.m. – 1:00 p.m. Participant Discussions – Salón Rubí
(with 15-minute break)
- 1:00 p.m. – 2:00 p.m. Lunch Program – Salón Rubí
*Premier Sponsor Highlighted: **Jennings, Strouss & Salmon, P.L.C.***
*Panel Introduction: **Ivan Moreno**, Attorney, Tapia, Robles, Cabrera y Moreno S.C.*
*Panel Moderator: **Patrick Welch**, Attorney, Jennings, Strouss & Salmon, P.L.C.*
*Panel Discussion: **Gerardo Vázquez**, President, INDEX Sonora; **Elia Tello**, Consul General of the United States of America, Hermosillo, Sonora, Mexico*
- 2:00 p.m. – 2:30 p.m. Afternoon break
- 2:30 p.m. – 5:15 p.m. Continuation of Participant Discussions – Salón Rubí
- 5:15 p.m. – 6:00 p.m. Social Hour
- 7:45 p.m. Closing Dinner – Quinta de Anza
*Sponsors Highlighted: Silver - **Arizona-Mexico Commission; Tapia, Robles, Cabrera y Moreno S.C.**; and **Visit Tucson**; Bronze - **BeachFleischman PC***
*Special Remarks: **Felipe Garcia**, Executive Vice President, Visit Tucson*

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PROGRAM SPEAKER BIOGRAPHIES

Breakfast Program – *Factual Overview*

Jonathan Koppell, Dean & Professor, College of Public Service & Community Solutions, Arizona State University

Jonathan Koppell is the Dean of the College of Public Service and Community Solutions and the Lattie and Elva Coor Presidential Chair in the School of Public Affairs. Koppell has focused on preparing students for lives of community engagement and public service while promoting use-inspired research by faculty and research centers aimed at making our communities more prosperous, healthy and resilient.

Koppell's research and writing broadly examines the design and administration of complex organizations in the public, private and nonprofit sectors. Koppell's book "World Rule: Accountability, Legitimacy and the Design of Global Governance" reveals the hidden world of "global governance organizations" such as the World Trade Organization, the International Organization for Standardization and the International Accounting Standards Board.

Koppell joined Arizona State University in 2010 as director of the School of Public Affairs from the Yale School of Management where he also directed the Millstein Center for Corporate Governance and Performance. In addition to scholarly publications, Koppell has written numerous opinion pieces for the New York Times, Wall Street Journal, Washington Post and other leading publications. In 2012, he was inducted as a Fellow of the National Academy of Public Administration (NAPA).



Lunch Program – *Panel Presentation*

Elia Tello, Consul General of the United States of America, Hermosillo, Sonora, Mexico

Elia Tello began her tenure as Consul General at the U.S. Consulate General in Hermosillo, Sonora, Mexico on July 28, 2017.

Tello joined the U.S. Foreign Service in July 2000. Tello served as a Consular Officer at the U.S. Consulate General in Ho Chi Minh City, Vietnam. Tello was the Deputy Press Attaché in Rome, Italy. In Washington, Tello served as a Watch Officer in the State Department Operations Center and later served as the Desk Officer for Panama and Honduras in the Office of Central American Affairs. Tello was then assigned to the New York Foreign Press Center and, in 2010, Tello became the Deputy Cultural Attaché at the U.S. Embassy in Mexico City. From 2012-2014 Tello served as the Press Attaché at the U.S. Embassy in Bogota, Colombia. Most recently, Tello served as the Deputy Commissioner General for the United States Pavilion for the Milan Expo 2015 (the World's Fair).



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PROGRAM SPEAKER BIOGRAPHIES, CONT.

Prior to joining the Foreign Service, Tello worked in the private sector for the Dayton Hudson Foundation and Target Stores in the areas of cause marketing and community relations. Tello is a graduate of the University of Minnesota, Twin Cities, with a BA in International Relations. Tello earned a Master of Science in National Resourcing Strategy from the Eisenhower School at the National Defense University in Washington, DC. Tello hails from Bismarck, North Dakota.

Gerardo Vázquez, President, INDEX Sonora

Gerardo Vázquez graduated from Autonomous National University of Mexico UNAM with a bachelor's degree in law. Vázquez also received a master's in Sustainability from Tecnológico de Monterrey, campus Monterrey. Vázquez is Chairman of the Board of Directors of INDEX Sonora, Vice Chairman of the Board of National Index and National Director of Sustainability Committee for more than seven years. At INDEX, Vázquez is actively a businessman in the energy sector with energy generation projects of more than 400Mw of generation capacity. Vázquez is a generator shareholder and qualified supplier of the wholesale electricity market of Mexico. Vázquez is part of CCE Business Coordinator Council at the Commission of Energy and Environment. Vázquez is accredited at the "Cuarto de Junto" at the areas Energy and Environment within the NAFTA negotiation framework.



Vázquez worked for 15 years for General Electric (GE) in the Energy, Industrial Solutions and GE International divisions. Vázquez was Leader for the regions of the Americas, Latin America, Eastern Europe, Middle East, Africa and Asia (EMEA-ROA) in the Corporate Compliance and Supplier Reputational. Vázquez worked for 11 years for the company Chemical Waste Management, Inc. as Manager of Environmental and Border Operations with his principal responsibility for regulatory compliance in the U.S. and Mexico for areas such as environmental, security, industrial security and foreign trade. As a hobby, Vázquez plays golf.

THURSDAY SOCIAL HOUR

Está Cabral Restaurarte, Callejon Velazco y Allende, 83260, Hermosillo, Sonora

PROGRAM VENUE

Hotel Lucerna, Paseo Río Sonora Norte 98, Proyecto Río Sonora, Proyecto Rio Sonora
Hermosillo XXI, 83270, Hermosillo, Sonora

FRIDAY DINNER PROGRAM

Quinta de Anza, Pbro. Pedro Villegas Ramírez 2, Col del Razo, 83070, Hermosillo, Sonora

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GUIDELINES FOR DISCUSSIONS

Table Discussions

This process involves round-table discussions during which each table discusses the same questions and then reports out to the larger group. The guidelines for conducting these discussions are:

- It is important to stick to the discussion topic and the question at hand.
- Viewpoints of all participants are considered of equal value regardless to the participant's title or position.
- No participant should dominate the discussion. Body language can be used to show assent or dissent and to ensure that all participant perspectives are being included.
- The table participants should strive for consensus and report on areas of agreement (votes should be taken only if absolutely necessary).
- Consensus is defined as being when no one feels strongly about adding something and no one objects strongly to the proposed wording.
- It is helpful to have someone volunteer to take notes of consensus items in case the person assigned to report-out forgets something essential.
- Discussions should be lively while maintaining a respect for different viewpoints. Participants can criticize concepts and ideas, but not people.
- Someone should be selected to verbally report the table's consensus for each question.
- This is a bilingual event. Participants have varying degrees of oral English and Spanish skills. Arizona Town Hall will attempt to assign bilingual speakers at each table to assist with any potential language problems.

Arizona Town Hall staff will be circulating to assist with any questions.

Creation of a Recommendation Report Based on the Discussion Table Reports

Once the table groups have completed their discussion of the question, a representative from the table will report their consensus on the topic to the entire body. Town Hall staff will create a draft consensus report from the table report-outs. The report may be refined and edited for grammar and accuracy and will cross-reference any table notes from each discussion table.

Individual Action Items

When the discussions are complete, participants will complete cards at the table indicating what actions they plan to take as a result of the discussions.

Development of the Report

Following the program, a report will be created that includes the consensus report and the individual action items. The Final Report will be published in English and Spanish.

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DISCUSSION QUESTIONS

1. In what ways do Sonora and Arizona benefit from a stronger economic region? What emerging commercial trends could influence the impact of this economic region in a global economy?
2. To what extent have government policies, immigration, and border security influenced economic and business opportunities for Sonora and Arizona?
3. To what extent and in what ways do Sonora and Arizona work together effectively as regional and international trading partners? What could be done, and by whom, to strengthen and improve the existing relationship between Arizona and Sonora?
4. What are the prospects for development of the Arizona-Sonora region as an important regional hub for international commerce? What are the best ways to encourage such development?
5. How can Sonora and Arizona serve as a template for a productive relationship between Mexico and the United States?
6. What action or actions will you take as a result of your participation in this Town Hall?

PARTNERS OF THE ARIZONA & MEXICO TOWN HALL

PREMIER PARTNER



Jennings Strouss
LAW FIRM

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