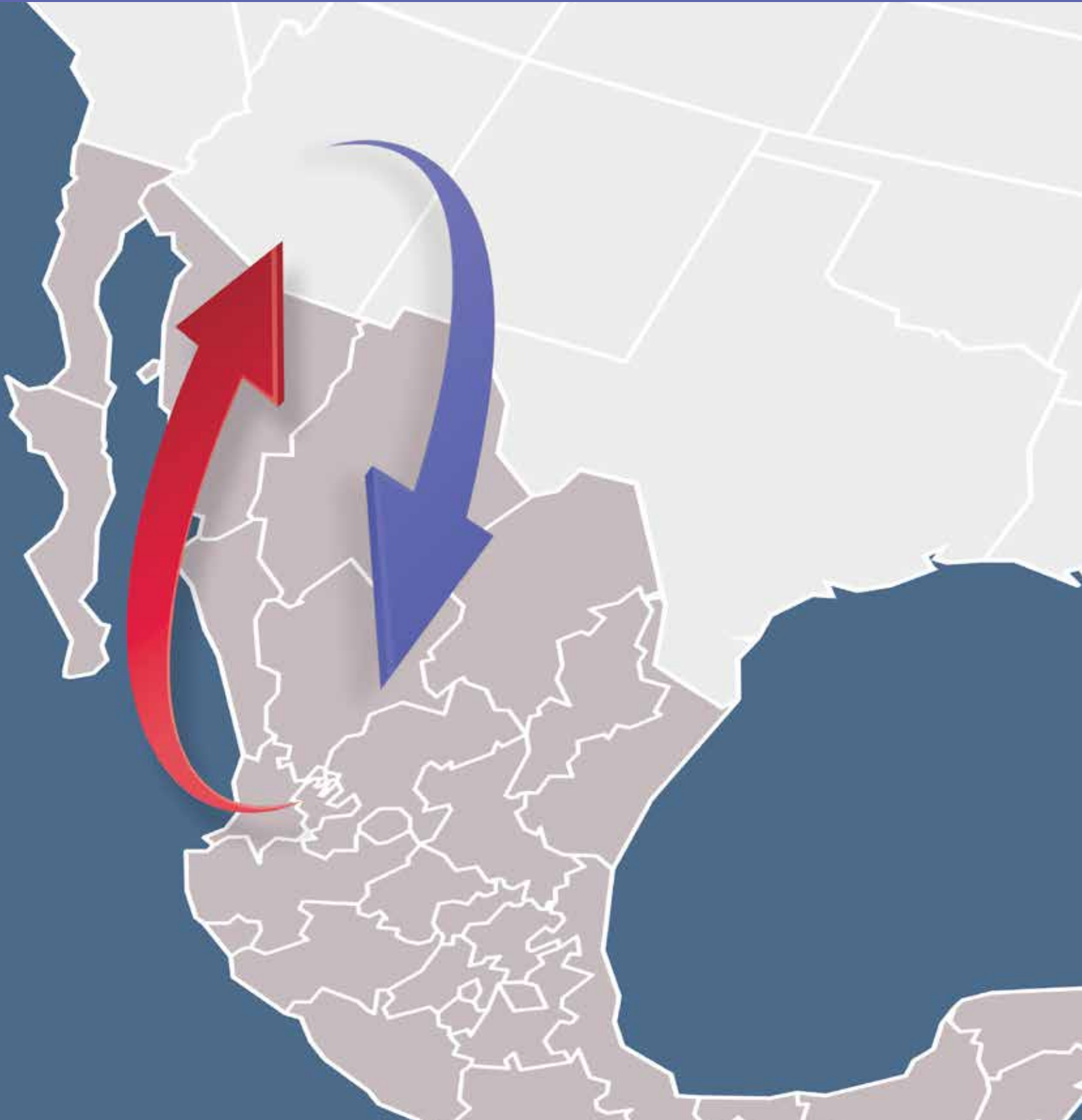


# ARIZONA & MEXICO

Town Hall - October 4, 2019 - Hermosillo, Sonora



# AGENDA

## THURSDAY, OCTOBER 3

3:00 p.m. – 6:00 p.m. Registration – Main Lobby, Hotel Lucerna

7:00 p.m. Social Hour – Parque La Ruina  
*Drinks and dinner on your own*

## FRIDAY, OCTOBER 4

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 Sponsors Highlighted: Salt River Project and Arizona-Mexico Commission*

*Welcome and Overview of Arizona Town Hall: Tara Jackson, President, Arizona Town Hall*

*Speaker Introduction: Antonio Moya, Manager, Latino Relations Department, Salt River Project*

*Economic Impact of Relationship between Arizona and Mexico: Luis Morfin, Director, Metrix S.C.*

*Panel Moderator: Hilen Cruz, Lighting Management and Maintenance Supervisor, Salt River Project*

*Cross-Border Trade and Investment Panel: Sabina Aaronson, Vice President, National Bank of Arizona; Claudia Orduno Kirkpatrick, Finance Director, Mexico, Badger Meter, Inc.; Hector Placencia, Director and Co-Founder, BRH2 Plastics LLC; Gerardo Vázquez, President, INDEX Sonora*

9:30 a.m. – 1:00 p.m. Overview of the Town Hall Process and Participant Discussions – Salón Rubí  
(with 15-minute break)

**Marisol Vindiola**, Director, Mexico Initiatives, Visit Tucson

**Linda Elliott-Nelson**, Vice President, Learning Services, Arizona Western College

1:00 p.m. – 2:00 p.m. Lunch Program – Salón Rubí

*Premier Sponsor Highlighted: Jennings, Strouss & Salmon, P.L.C.*

*Special Remarks: Daniel Palm, Associate Vice President for Global Initiatives and Executive Director of the Center for International Education, Northern Arizona University*

*Moderator: Patrick Welch, Attorney, Jennings, Strouss & Salmon, P.L.C.*

**Elia Tello**, Consul General of the United States of America, Hermosillo, Sonora, Mexico; **Jorge Mendoza Yescas**, Consul General of Mexico, Phoenix, Arizona (tentative)

2:15 p.m. – 5:00 p.m. Continuation of Participant Discussions – Salón Rubí (with 15-minute break)

7:45 p.m. Closing Dinner – Quinta de Anza

*Sponsors Highlighted: Silver - Visit Tucson and CANACO; Bronze - Nelson Family Trust*

*Special Remarks: Patrick Welch, Attorney, Jennings, Strouss & Salmon, P.L.C.*

# ARIZONA & MEXICO TOWN HALL

## PROGRAM SPEAKER BIOGRAPHIES

### BREAKFAST PROGRAM

#### *Economic Impact of Relationship Between Arizona and Mexico*

Speaker Introduction: **Antonio Moya**, Manager, Latino Relations Department, Salt River Project

Antonio “Tony” Moya is manager of the Latino Relations Department at Salt River Project (SRP), a \$2.8 billion public power utility providing power and water services to more than 2 million Arizona residents. Moya has been with SRP for more than 30 years, during which time he has held several positions throughout the company. Moya is very involved in the community, especially with the issues facing the Hispanic population.

As Latino Relations Manager, Moya carries out SRP’s community involvement strategies and activities geared toward the Hispanic community, specifically: corporate contributions, safety, educational programming, volunteers, and strategic partnerships as well as serving as spokesperson for the Spanish media. Moya also serves as a liaison and resource for community and non-profit organizations to help them better serve and address issues within the Hispanic community. One of Moya’s main objectives and responsibilities is to foster and develop partnerships to increase enrollment rates for students in higher education programs. His efforts have led to a partnership with Arizona State University’s American Dream Academy, where parents are trained on how to become more involved with their student’s education.

An active community leader, Moya has many affiliations with different organizations including: Alumni and Chair for the Hispanic Leadership Institute selection committee hosted through Valle Del Sol; Board Chair for Chicanos Por La Causa; Friendly House Scholarship Selection Committee Chair and Board President and Alumni Class of XXIII for Valley Leadership; Advisory Board member of the Congressional Hispanic Caucus Institute.

Moya graduated from Western International University with a Bachelor of Science degree in Management. In addition, he received his Certificate in Corporate Community Involvement from the Center for Corporate Citizenship at Boston College. Moya has more than 30 years of experience in leadership roles and most recently serves as SRP’s Latino Community Liaison. Moya was named one of the 2009 Exemplary Leadership Award recipients for Valle Del Sol’s Profiles of Success Awards.

A dynamic leader, strategic planner and trainer, Moya is a knowledgeable resource when dealing with Latino and diversity issues. He utilizes his communication skills to maintain effective relationships in our Hispanic communities, thus enhancing SRP’s reputation.

Moya enjoys cooking, running, traveling and experiencing new cultures. He describes his role at SRP as “something I genuinely benefit from and am passionate about.”



#### **Luis Morfin**, Director, Metrix S.C.

For more than 35 years, Luis Morfin has been a financial consultant. Morfin’s knowledge and experience have allowed to improve and promote small and medium enterprises in the State of Sonora.

By vocation, Morfin is a professor in the main business master’s programs, in the main private universities of Sonora. This forces him to be updated on the global economic and financial environment and of Mexico.

In 1983, Morfin founded Metrix S.C., a consulting firm in finance and investment projects, with the purpose of boosting business growth, through structured financing, with funds from the government, private banks, and other sources of non-bank financing.

Morfin has a degree in economics, with a master’s degree in business administration, and other postgraduate degrees in business management.

In recent years, Morfin has been dedicated to implementing and operating the Boards of Directors with the purpose of improving the financial culture of small and medium-sized businesses, which, being family businesses, require formal administration processes.

Morfin is a pioneer in Sonora in the search for private capital to finance investment projects of small and medium enterprises, both in early stages and in mature companies.



# ARIZONA & MEXICO TOWN HALL PROGRAM SPEAKER BIOGRAPHIES, CONT.

## *Cross-Border Trade and Investment Panel*

Moderator: **Hilen Cruz**, Supervisor, Lighting Management and Maintenance, Salt River Project

Hilen Cruz is a collaborative individual who welcomes challenge and delivers results; who understands diversity and the importance of assertive communication. An individual with strong sense of discipline and respect.

Cruz holds a B.S. in Civil Engineering from the University of Sonora in Hermosillo, México; an MBA from the University of Phoenix; Leadership Certifications from the Hispanic Leadership Institute and the Chandler Leadership Foundation in Arizona, and an Energy Innovation and Emerging Technologies Certificate from Stanford University. Cruz has held roles in multiple areas within the Electric Utility Industry in Arizona since 2004, including Underground Electrical Distribution Design, Overhead Transmission Design, Engineering Standards, Customer Program Innovation, and Street Lighting Management. Cruz has been a member of the bi-national Energy Committee of the Arizona-Mexico Commission since 2011, where she currently holds the role of co-chair.

Cruz is the Author of Book *¡Ponte las Pilas, México!* published in 2011. Cruz is an early childhood education and STEM advocate, and was named one of the 40 Hispanics Leaders Under 40 by Valle del Sol and Univision Arizona in 2014. She is the proud mother of Ximena and Bruno, and avid traveler, enthusiastic runner and passionate photographer.



**Sabina Aaronson**, Vice President, National Bank of Arizona

As a Corporate Banking Relationship Manager with National Bank of Arizona®, Sabina Aaronson manages relationships with public, large and upper middle market clients in Arizona. Aaronson is devoted to providing financial solutions to address the financing and cash management needs of these companies by strategically partnering and coordinating a team of associates to ensure that her clients have knowledge and access to all debt products, treasury management services and institutional services that National Bank of Arizona has to offer. Aaronson received her Bachelor of Science in Business Administration - Finance from the University of Arizona and earned her Master of International Management with an emphasis in Finance and Marketing from the Thunderbird School of Global Management.



**Claudia Orduno Kirkpatrick**, Finance Director, Mexico, Badger Meter, Inc.

Claudia Orduno Kirkpatrick was born in the port of Guaymas, Mexico. She earned a bachelor's degree in accounting and an MBA from Sonora State University UNISON.

Orduno Kirkpatrick's parents Horacio and Luz provided a household filled with books inspiring her to excel in academia. From there, Orduno Kirkpatrick's free spirit took her to live in different cities and countries, and to finally reside where any country begins and ends: the border.

Orduno Kirkpatrick has been working in international business for the last 23 years. Currently, she is the Finance Director for Badger Meter, Inc., a multinational corporation dedicated to preserving natural resources through smart metering. Orduno Kirkpatrick actively works with INDEX, developing initiatives to facilitate fiscal compliance in her role as the State of Sonora Maquiladora Association Director for Fiscal and Legal Compliance.

Orduno Kirkpatrick's finance expertise, and her talent in motivating and developing productive organizations and business teams has established her as one of the high horsepower economic development engines at Mexico's northern border.

Orduno Kirkpatrick's earlier collaboration with the State of Arizona in promoting entrepreneurial spirit and providing business guidance to start ups, helped her to understand and develop a global business vision within Mexico and the United States.

Orduno Kirkpatrick has kept a close relationship with the arts, receiving several awards while performing in theater shortly after finishing college. She currently lives in Tubac, an artistic village with an abundance of entrepreneurial spirit.





# ARIZONA & MEXICO TOWN HALL

## PROGRAM SPEAKER BIOGRAPHIES, CONT.

**Hector Placencia**, Director and Co-Founder, BRH2 Plastics LLC

Hector Placencia and his partners launched BRH2 Plastics LLC (in Arizona) and BRH2 Plasticos S. de. R L (in Hermosillo) in Oct. 15, 2014. Placencia transitioned from the corporate executive world to entrepreneurial opportunity after leaving DirecTV in 2012. Placencia is also a partner in BUMBO USA, a line of baby products from South Africa sold globally throughout major retailers Walmart, Target, Amazon, etc.

Placencia's background has been mostly as a highly successful Marketing, Sales and Operations professional with many years of experience in US Hispanic and LatAm markets. He spent many years working in executive level positions for several Fortune companies such as Gateway Computers, Qwest Communications and DirecTV overseeing Hispanic/Multicultural Go-to-Market strategies and Business Development. Placencia also has a very robust background in "Big Box Retail" Costco/PC, Sam's Club and Best Buy which has been very helpful in all aspects of supply chain management.



**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 also Vice President of the National Council of Export Manufacture and Maquiladora Industry, and Director of the National Committee of Sustainability at INDEX since 2010. 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 member of the CCE Consejo Coordinador Empresarial as part of the Energy Commission and Environmental Commission. Vázquez is also a member of "Beside Room" of CCE "Cuarto de Junto" during the NAFTA - USMCA free trade negotiations representing Mexican companies whose focus are with energy and the environment.

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 Latin América, 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 & Trade Compliance.



### **LUNCH PROGRAM**

Special Remarks: **Daniel Palm**, Associate Vice President for Global Initiatives and Executive Director of the Center for International Education, Northern Arizona University

Daniel Palm is the Associate Vice President for Global Initiatives and Executive Director of the Center for International Education at Northern Arizona University. Palm continues to be a strong advocate for access to international opportunities for underrepresented students, internationalization of campus curricula to infuse themes of sustainability, diversity and global engagement and establishing collaborative and innovative partnerships around the globe.

In February 2019, Palm was appointed by Arizona Governor Doug Ducey to the Board of Directors of the Arizona-Mexico Commission, a cross-border organization with a mission to improve the economic prosperity and quality of life for all Arizonans through strong, public/private collaborations.

Palm holds an M.A. in Leading Innovation and Change from York St. John University, York, England and a B.A. in History from Northern Arizona University. He is proficient speaker in Mandarin Chinese and lived in Beijing, China for nearly five years, two of which he engaged in research and study at Beijing International Studies University.



# ARIZONA & MEXICO TOWN HALL PROGRAM SPEAKER BIOGRAPHIES, CONT.

Moderator: **Patrick Welch**, Attorney, Jennings, Strouss & Salmon, P.L.C.

Patrick F. Welch is a partner at the law firm of Jennings, Strouss and Salmon, P.L.C. in Phoenix, Arizona. Welch focuses his practice in the areas of general and complex commercial litigation, surety and construction litigation, and U.S./Mexico cross-border business transactions and litigation. Welch regularly handles matters in Arizona and Nevada.

Welch has an extensive familiar and professional network in Mexico. Welch is a delegate on the Financial and Legal Services Committee of the Arizona-Mexico Commission and actively involved with promotion of U.S./Mexico cross border trade. Welch helped establish the Arizona Mexico Town Hall Forum and is a Founding member and Vice President of the Sonoran Desert Chapter of Lamda Alpha International. Welch's passion for supporting clients with U.S./Mexico cross-border business objectives stems from his strong family connection to Mexico.



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

Elia E. 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. She 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, 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).

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.



## THURSDAY SOCIAL HOUR

Parque La Ruina, Eusebio Francisco Kino 9001, Cruz Gálvez, Centro, 83010, Hermosillo

## PROGRAM VENUE

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

## FRIDAY DINNER PROGRAM

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

# ARIZONA & MEXICO TOWN HALL

## 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.

# PARTNERS OF THE ARIZONA & MEXICO TOWN HALL

## PREMIER PARTNER



**Jennings Strouss**  
LAW FIRM

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## GOLD PARTNERS



**ARIZONA-MEXICO**  
COMMISSION

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## SILVER PARTNERS



## BRONZE PARTNER

*The Nelson  
Family Trust*